

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

A word about oral health:



Sensodyne

Sensodyne is the up-to-the-minute word in oral health.

There are Sensodyne Toothbrushes – now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover, two alternative designs for routine adult use – Junior for children – Gentle for people with sensitive teeth and gums.

As a companion to the Gentle toothbrush there's Sensodyne Toothpaste – a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss – double textured and lightly waxed, so that it spreads well and is easy to handle.

Sensodyne products are professionally designed and recommended by dentists. Already they're getting more dental promotion

than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. You may have seen the ads appearing in magazines like "Woman," "Living" and "Radio Times."

Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend towards better oral health. You can put your word behind Sensodyne. We do.

Quality products for
dental health from
Stafford-Miller

Stafford-Miller Limited,
Hatfield, Herts.

Laxatives

SPECIAL SUPPLEMENT

Time for a new look at out-of-hours?

How PSNC seeks to influence Parliament

Boots extend credit schemes

Return of Country Counter

Chemist & Baby doing well.

We're delighted to say that Chemists and Babies really are doing well with the newly designed range of Maws Simpla sterilizing and feeding products.

For well over a century Maws have made it their business to make the best feeding equipment. Today every Maws product is designed to meet the most exacting standards of mothers and experts alike.

And we produce an extensive selection. A range of teats in natural latex; 8oz, 4oz and 2oz Simpla feeding bottles in polycarbonate and 8oz and 2oz bottles in glass; Simpla sterilizing tablets and a complete sterilizing and feeding set.

We've been advertising heavily in women's magazines and the mother and baby press; and until the end of 1980 our colour advertisements will continue to appear frequently in Woman, Mother, My Weekly, Parents, Living and Family Circle.

All of this suggests that Chemist and Baby will continue to do well.



We make sure you give them the best.

For more information please contact your local Ashe/Maws salesman or ring the Sales Manager on Leatherhead 76151.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

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October 20 1979

COMMENT

Part-time service

At one time Boots operated 24-hours dispensing, medicines and surgical goods service in a number of major cities, but last week they announced that the last, Piccadilly Circus, is to end. London still has one remaining service, situated in the north-west corner, but at the peak there were at least four.

Boots' announcement added point to the timely proposals for a national 24-hour service put forward by Mr David Coleman, deputy chairman of PSNC, at Ely this week (p635). As he pointed out, workload payment and security (danger even) considerations have in the past led LPC conferences to reject any mandatory service; and some pharmacists have even discounted the need for a service of any kind. That is unfortunate and wrong, and it was disappointing to see among Boots' reasons for the Piccadilly decision the hoary claim that "doctors can supply urgent medicines from their bags". As Mr Coleman rightly stated: "If we believe that pharmacists should be responsible for the handling of all drugs, we cannot advance that argument".

The profession should instead be seeking ways to provide at least a fall-back service, properly remunerated, at strategic points throughout the country. Mr Coleman suggested that a 40-mile round trip for the patient might be acceptable in cases of real need, and certainly practical experience suggests that is indeed so. But what is "need"? Mr Coleman was again right to take it beyond matters of life and death and to allow patients to decide.

There is also the question of pharmaceutical advice—to doctor, perhaps from a deputising service, or patient. Evidence that it is not possible to switch the medical professions on to asking advice for part of the day, switching them off again at night, came from research presented to a NE Thames RHA symposium recently. When a 24-hour service was tried out at the London Hospital, duty-pharmacist call-outs rose from one or two a week to 43—a number still rising when the experiment stopped. To the apparent surprise of the pharmacy staff, they were treated as an *emergency* service, with only 10 per cent of calls resulting from "bad planning". A fifth sought urgent information.

Undoubtedly there are parallels in general practice and it is a problem the profession must not run away from. Mr Coleman's scheme deserves serious debate.

The squeeze is on

Following last week's Comment on the declining services offered by some wholesalers as discounting "bites", more problems faced by chemists have reached C&D.

One reader has not only had his account closed for failing to reach the £1,000 a month target, but has been threatened with legal action unless he pays *all* outstanding amounts within three weeks. Finding three months' payments will play havoc with his cash flow and must serve as a warning to other chemists.

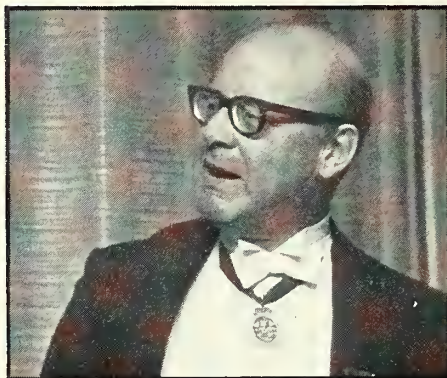
Another example of credit squeezing is in the invoice and delivery dates of direct suppliers, particularly cosmetic companies. Invoices of another reader bore a date at the end of one month, yet the goods were not delivered until the middle of the next. The effect—payment due one month early.

The date of order could be the confusing issue (although not an excuse) except that in some examples the goods were part of an advance promotional programme scheduled for monthly deliveries. Threats to refuse further deliveries until the account was cleared added further insult to injury. For chemists faced with this situation the message is clear—refuse to sign advance promotional programmes. After all, they are for the benefit of the manufacturer at least as much as for the retailer.

Chairman for rural 'standstill' named

Sir Alan Marre, KCB, has been appointed independent chairman of the central joint committee set up by the medical and pharmaceutical professions to oversee the agreed "standstill" on changes in dispensing arrangements in rural areas.

Sir Alan is a former Parliamentary Commissioner for Administration and Health Service Commissioner, and was previously second permanent secretary at the Department of Health. His appointment has been made by Dr Gerard Vaughan, Minister of State for Health, with the agreement of the Pharmaceutical Society, the Pharmaceutical Services Negotiating Committee and the General Medical Services Committee.



Sir Alan Marre addressing the British Pharmaceutical Conference banquet in Nottingham, September 1974

Provident Society raises interest

The Pharmaceutical and General Provident Society has raised the rate of interest on members' accounts to a record 8½ per cent, the annual meeting was told recently. The new level has been made possible by a higher notion on the Society's equity holdings.

Chairman, Mr David Coleman of Stalham, Norfolk, regretted there had been a decline in membership over the past year to 2,720 (previously 2,733) yet noted that many members increased their sickness cover by taking out additional shares which rose by 651 to 54,839. Despite this increase claims were lower in 1978 at £14,475 (£16,031 in 1977) resulting in a rising balance from £20,252 to £28,431. A partial amendment of rules was approved and registered to permit the Society to provide higher rates of sickness benefit than the previous £45 a week: "As the Committee may from time to time determine."

Mr Lewis Priest of London was elected chairman for the ensuing year and Mr Marshall Gellman—Manchester—vice-chairman. Mr Thomas O'Rourke of Belfast, who had been co-opted as treasurer by the management committee on the death of Mr Andrew Medcalfe, was confirmed in this office for the coming twelve months.

Bottle feeding attacked again

A report highlighting what it sees as the dangers of bottle feeding babies in undeveloped countries has been published by War on Want.

The booklet "The baby killer scandal" claims that research conducted in Chile showed babies who were bottle fed during the first three months of life suffered treble the mortality rate of those breast-fed. The booklet singles out what it

claims to be abuses of company codes of ethics, uncovering radio, television and Press advertising in some countries, poster and leaflet distribution aimed at mothers in developing countries and promotion to the health professionals, encouraging medical staff to bottle feed by providing free samples, gifts and other material inducements.

Mr Terry Lacey, War on Want's general secretary, sums up their view: "All the findings of the report point to one thing—the baby milk industry should eliminate all forms of promotion in developing countries—to both the public and the health professionals."

As reported in *C&D* (Babycare feature

October 6 p9). Wyeth Laboratories now insist on the following statement being featured on all SMA packs:—"Breast milk is the preferred feeding for newborns. Infant formula is intended to replace or supplement breast milk when breast-feeding is not possible or is insufficient, or when mothers elect not to breast feed. Professional advice should be followed on matters of infant feeding and the cost of formula considered when deciding how to feed the baby."

Danger hairsprays

Mrs Sally Oppenheim, Minister for Consumer Affairs, has issued a warning on hair sprays, saying: "Certain Italian hairsprays are dangerous and should not be used." She went on to explain that "Some Italian VO5 hairsprays manufactured in Italy are in cans approximately five years old. The cans, manufactured in Italy by L Manetti—H Roberts et Cie, are labelled in Italian. They are highly likely to be in a dangerous state. The warning does not apply to UK VO5 products which are not a hazard."

NCC on professions

The National Consumers Council has criticised the omission of professional services from the Government proposals on restrictive practices.

The NCC accept some restrictions may be profession-based in the public interest but oppose their automatic exemption from scrutiny. The NCC argue that the Monopolies and Mergers Commission has consistently found professional restrictions operating against the public interest yet has inadequate procedure for scrutiny or control.



Economic recession forecast

A 1980-81 economic recession, attributed to oil price rises, government restrictions on public spending and the adverse effects of a high exchange rate, is predicted in a *Retail Business* (October, 260) review of the economy.

The years 1983-85 are expected to show improvement with inflation finishing at an average of 9 per cent per annum and average consumer spending up by less than 2 per cent over the period. The review lays little emphasis on either the retail price index or the tax and price index which it believes to be inaccurate.

Future predictions include rising unemployment, a result of economic recession. Assuming there will be inflation-linked indirect tax and further tax cuts, growth in real incomes next year is likely to be a half of the increase expected this year and even lower in 1981.

Consumer spending during 1980-84 is expected to be low with a slight temporary increase in 1983. Spending on most goods including chemists' lines, is expected to rise faster on average (16.9 per cent) than expenditure as a whole (14.39 per cent) after 1981.

Hygiene 'boom' adds to soap sales

An increasing public conscience for hygiene with a subsequent increase in baths and showers are the reasons given for the increase in the toilet soap market over the past two years according to an investigation by *Retail Business*.

Of the 300 brands available in the UK, the market is dominated by Lever Brothers (24 per cent), Colgate-Palmolive (13 per cent), Cussons (12 per cent) and Procter and Gamble (14 per cent) according to the report. The largest category in the market is family soaps where Shield with extensive and continuous advertising has been brand leader since its launch in 1976. Luxury soaps such as Yardley, Morny and Bronnley come into their own at Christmas. Skin care soaps such as Clearasil and Simple soap individually account for less than one per cent.

Figures in the report indicate a changing emphasis in outlets with supermarkets and grocers having a 60 per cent share of marketing outlets compared to 22 per cent for chemists and drug stores. While chemists and drug stores have remained relatively stable, supermarkets and grocers have lost out to department stores which have increased their share by 3 per cent to 18 per cent over the past year. This is due to the growing importance of own brands. A survey by *Which?* in 1975 found that own brands



Mr Gordon Appelbe, head of the Pharmaceutical Society law department (left) being presented with an Antrim crystal honey jar and sugar bowl by Mr S. Moore, Pharmaceutical Society of Northern Ireland president. Looking on is Mr A. F. Ross, Wellcome Foundation representative, sponsors of the president's "at home" recently. Mr Appelbe spoke on "Pharmaceutical legislation—is it necessary?"

cost a third less than the brand leaders. The report says that the mass family market is highly dependent on supermarkets, whereas the luxury skin-care market depends more upon chemists and department stores.

Trends also indicate an increase in the weight of each bar of soap (136 gms in 1970, 164 gms in 1977). Consequently whereas in 1970 soap was purchased on average 24 times a year, it is estimated to be only 15 times now. This, with the growing number of bath and shower additives has led to manufacturers looking to developing countries for potential markets. The survey is unable to predict any significant change in the total market and says that the advent of new brands will lead to changing brand shares in a highly competitive and fickle market. *Retail Business* is published by EIU, Spencer House, 27 St. James's Place, London SW1A 1NT.

Bonus for Boots

Bonusplan Ltd have entered into an agreement with Boots Company Ltd to extend the Bonusbond scheme to all branches of Boots and Timothy Whites.

Mr and Mrs Douglas receive their prize from Mr D. F. J. Smith, Sangers' managing director (right) and Mr J. Laming, Lilia-White marketing director (centre right). Also pictured are Mr J. Speller, Sangers' sales manager, and Mr R. Salmon, Editor of *C&D*.



Scottish scripts

The average cost of prescriptions dispensed by chemists and appliance suppliers in Scotland during May was:

	(pence):
Ingredient cost	206.4
Oncost	27.2
Dispensing fee	20.3
Container allowance	2.8
Other costs	0.6
Gross cost	257.3
Less charges	7.6
Net cost	249.7
Total number of prescriptions:	3,028,000

Sangers' big cheque

Sangers departed from the usual television and hi-fi prizes in draws at their most recent series of trade shows—instead they offered a grand night-out for two in London, with the added bonus of a £1,000 cheque for one of the 13 show winners. The night out of dining and dancing at Quaglino's was sponsored by Lilia-White. The £1,000 prizewinners (drawn by Ron Salmon, Editor of *C&D*), were Mr and Mrs R. Douglas, St. Mary's Isles of Scilly.

Future developments in cosmetic marketing

"We are going to need more new product development for an increasingly ageing population". This conclusion was reached by Barbara Attenborough in her opening speech at the fourth pharmaceutical and cosmetic industry conference organised by the Institute of Purchasing and Supply held in London this week. Mrs Attenborough is the chairman of Barbara Attenborough Associates who are consultants to the cosmetic industry. Her speech took as its theme—Cosmetic marketing in the 80s—and pointed out that with the coming of the year 1980 we will be entering the last twenty years of this century. She expects that the emotive date of the 80s with its Orwellian and Intergalactic overtones will lead the Caucasian consumer away from the current natural trend into a "mood of modernity of a futuristic nature". Are we, the industry, she asks, ready with the technical advances to meet their needs?

Mrs Attenborough pointed out that many and varied changes have occurred since the beginning of this century when only actresses and ladies of ill-repute were known to paint and primp. It was a small town called Hollywood, she said, which changed all that into the multi-million pound business which is cosmetics today.

The slight demise which affected parts of the industry during the 70s was probably due to a multiplicity of reasons—some companies became too complacent and out-dated, some entrepreneurial and creative spirit was stifled by the money men, but most important of all not only did the consumer herself change but the world also changed around her. What the cosmetic companies have to look at now, she suggested is what today's customers will be asking for tomorrow.

Self gratification brigade

She sees most of today's Western population being in the vanguard of the "self-gratification brigade". More disposable income will call for a lot of new product development to meet more sophisticated needs and, as indicated in our opening quote, the population is ageing. In the USA it is estimated that by the year 1990, 60 per cent of the female population will be over 40 years old. This is attributed to improved medical care and of course the birth control pill.

Another important factor in the development of the cosmetic industry of the 80s, it is believed, will be the increased sophistication of the demands of the non-white population of the world. There will be a need, pointed out Mrs Attenborough, to think globally in that era; "in the sense of opening up new markets—beyond Africa to Arabia, behind the Iron Curtain and into China—just think what a one per cent market share of 850,000,000 Chinese consumers

would mean!"

On the whole the consumer of the 80s is defined as being far less gullible, yet much more cynical, asking that if we can fly to the moon and transplant hearts why she can't look more beautiful and younger for longer? She will also, through legislation, declaration of formulae and media information be more knowledgeable, likely, on average, to be older and just as likely to be black as white.

Mrs Attenborough believes that these new consumers will have a right to expect that more money, time and effort be spent on research; more preventive skin care in youth; effective protectors from skin cancer and products that demonstrate a visible difference to the consumer.

Packaging will become, in an age of more self-selection (although not, she emphasises, next to bacon counters, or indeed in food outlets at all) increasingly important as a silent salesman. The packaging will be the product. Mrs Attenborough also believes that the more sophisticated purchaser will be prepared to pay the higher prices necessary to

Success comes to
someone who
didn't know it
couldn't be done

meet these requirements. Value for money, yes, she agrees but asks that manufacturers not stint on product quality and performance. Cheapness is often synonymous with poor quality in the mind of the consumer who soon realises that the difference between a £1 compact which cracks and one for £1.25 which does not is 25p's worth of satisfaction.

But how she asks, can the manufacturers set about improving standards for the 80s? "Will the FDA and the EEC and the governments, and consumerists and the environmentalists, between them, shrink the list of approved ingredients to sterilised water? Will the oil crisis mean that a plastic jar will soon be a valuable antique, the energy crisis allow us one day a month for manufacture and the cost of goods so prohibitive that only Jackie Onassis can afford a lipstick? Will cosmetic manufacturers become an endangered species?" But then, she adds, "Who would have thought that strips of Korean hair stuck on an eyelid with glue could have created a consumer demand to the tune of £20m at today's prices." The future, therefore, need not be too gloomy.

Success in the 80s will go to the entrepreneur and an entrepreneur concluded Mrs Attenborough, is someone who didn't know it couldn't be done."

During question time Mrs Attenborough was asked how raw material manufacturers, without access to the market, could pre-determine the needs of that market? She acknowledged that this was a chicken and egg situation and felt that it might be naïve of her to hope for better communications between suppliers, research and development teams and the ideas men. But, she said, she herself had seen an unidentified jar of cream on a laboratory shelf and had been told by the researchers that a supplier had shown it to them but that they had been asked for nothing for which it could be used. She points out only that the reason that no-one had asked for it to be used is that no-one knows its sitting there.

Increase in blister packs

Another question concerned the growth of popularity of blister packs. She replied that personally she didn't think they were an answer. If women cannot get advice, and with the rise of self selection stores this was becoming increasingly the case then they had at least, to be able to get at the product. She also emphasised that when discussing self selection stores she did not necessarily envisage a change from traditional outlets into food stores, simply an architectural change within those outlets. "I hold no brief for women buying cosmetics in supermarkets, indeed I totally disapprove of it. The two activities, food shopping and cosmetic buying call for a different state of mind. Food, is of course a necessity, but cosmetics are a self indulgent purchase."

Other speeches from the IPS pharmaceutical and cosmetic industry conference will be reported next week.

PEOPLE

Mr Bob Worby, FPS, member of the Pharmaceutical Services Negotiating Committee, has been elected to the management committee of the Society of Family Practitioner Committees. **Mr Harry Steinman, FPS**, has been re-elected to the committee.

Mr Aubrey W. Newberry, FPS, has retired after 33 years in the pharmaceutical industry. After service during the war in the navy, he spent many years as a production executive with British Drug Houses. More recently he has been head of the technical services department at Evans Medical Ltd. Over the past 25 years he has served on a number of the technical committees of the British Pharmacopoeia Commission, the British Pharmaceutical Codex Revision Committee, and the Association of the British Pharmaceutical Industry. He has also served as chairman of the East Metropolitan Branch of the Pharmaceutical Society and as chairman and secretary of the Liverpool Branch. Mr and Mrs Newberry intend to return to his birthplace, the Isle of Wight, for their retirement.

Continued on p603

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Futuro is a complete range of modern body braces and support hosiery proven in use in the United States, and already successfully test-marketed in the United Kingdom.

Each product is scientifically designed to give positive support while being lightweight and comfortable to wear during normal, everyday activity. Futuro can be the simple answer to back trouble, hernia, aches and pains in elbows, wrists, knees and ankles and varicose veins.

Futuro Support for you, too!

In order to bring customers to your shop for Futuro, the new range is supported by heavy advertising during Autumn and next Spring. Telling ads will be appearing in leading National newspapers, Radio Times and women's magazines.



The Futuro range comes complete with a handsome display stand as well as informative leaflets. Depending on your capacity to stock, Futuro is available to you in a choice of three introductory sales 'packages'.

Why not phone Blyth 66771 for more details?



FUTURO

HEALTH SUPPORTS

Support where you need it.

Futuro is distributed in the UK by Jackel International (UK) Ltd., Blyth, Northumberland NE24 4RG.

If you're an independent chemist, you're one of a declining number. Chemists' shops in Britain are currently closing at the rate of two a week.

The need to fight the public multiples.

This situation has developed because the local chemist has difficulty remaining economically viable.

Other 'local shops' are facing the same problem.

They are losing their business to the multiples too.

While the local community can possibly do without some of the corner shops, the local chemist obviously comes into another category. Your service is vital.

The question is, how to stay independent and still compete with the buying power of the multiples?

The answer is UniChem.

We are a registered Society owned only by the chemists we serve.

To become a member you must purchase 600 £1 shares if you own one shop. For two or more shops 1000 shares. Your money is not at risk and you can withdraw it at any time. The purchase of shares may be by instalments if you wish.

This then entitles you to a handsome rate of interest on your shares and a distribution of profit on your purchases—all of which are very competitively priced.

That alone helps you compete with the multiples.

But UniChem's protection doesn't stop there. Because pricing is only one part of the multiples' advantage.

The other is management techniques.

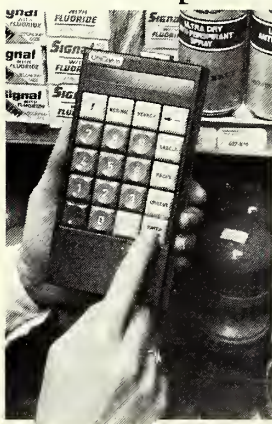
Chain store techniques without becoming one.

By using W.O.L.F. you can benefit in a number of ways. Our exclusive Warehouse On Line Facility is one of the most advanced computer systems devised for pharmaceutical wholesaling. And it's at your service.

With a single telephone call you have an instant check on the availability of some 20,000 prescription and o.t.c. lines.

And in place of hiring six more hands and three more heads, we can offer you 'Prosper'.

It's a profit-based computerised management system again exclusive to UniChem. This handy device does away with time consuming



This stifle you

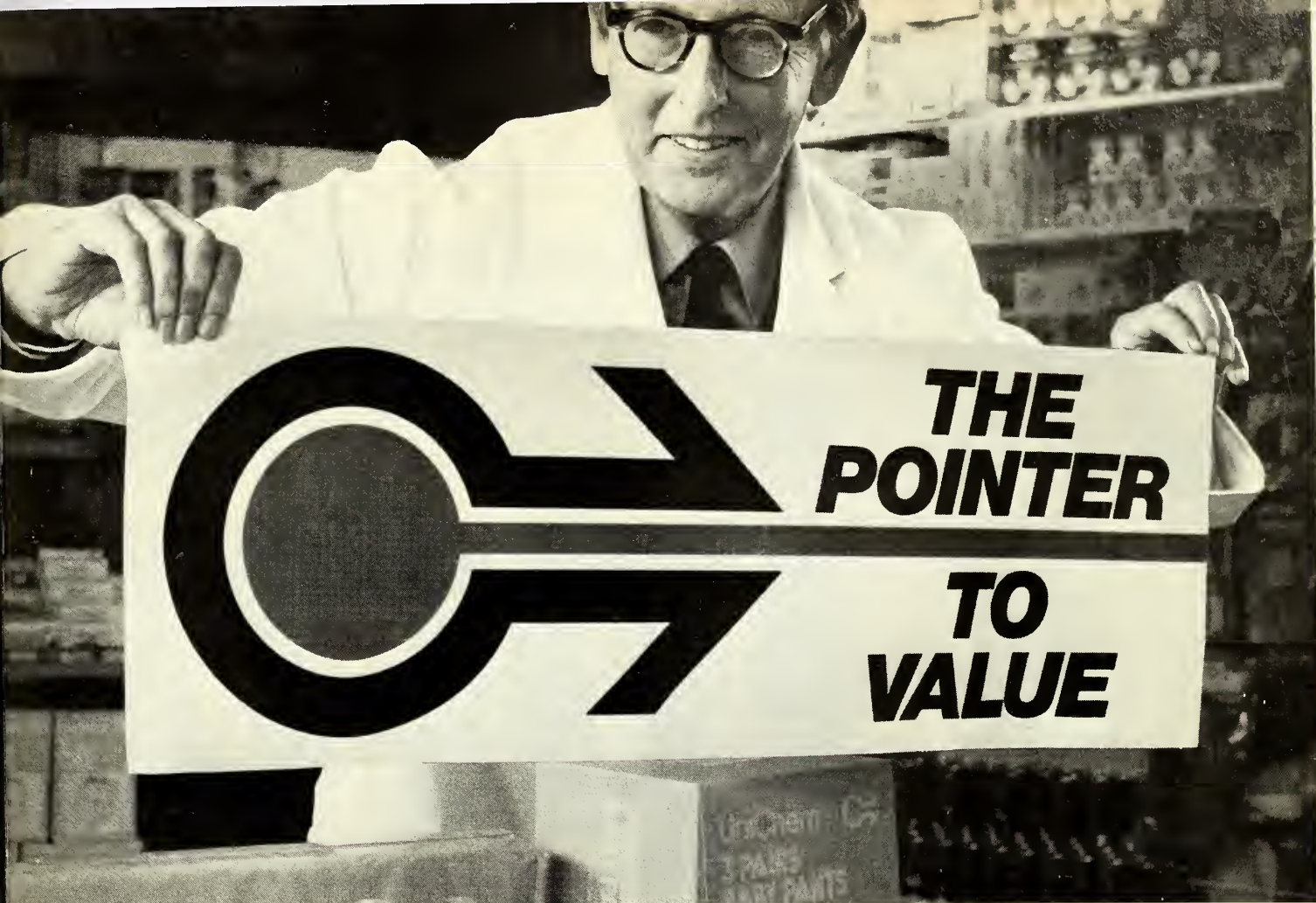
and costly paperwork while giving accurate computer printed price stickers and shelf edge labels.

You also get regular computerised management reports that help you sort out the slow sellers.

Put up the Point To Value sign. And watch stocks go down.

We can offer you all the advertising muscle of the 'big boys'. And it doesn't cost you a penny.





symbol doesn't ir independence. protects it.

Through national consumer advertising to point-of-sale material we'll attract lots of new customers to your shop. To benefit from all this activity just put the Pointer To Value sign in your window.

You'll soon see stocks go down, and turnover and profits go up.

Help yourself to help others too.

We are offering you that opportunity by becoming a UniChem

member. It is something to consider very carefully.

Because as a chemist you are more than a business. You also perform a vitally important social role.

So by helping yourself remain independent you can help others too.

*Why not become part owner of your own wholesale organisation?
Write off now. To: UniChem, Crown House, Morden, Surrey SM4 5EF.
I am an Independent Retail Pharmacist and would welcome more information about UniChem.*

Name

Address

Date

UniChem. With us you're independent, but never alone.

**NEW
PRODUCT**



**Basic N.H.S. cost
£5.30 for 100 tablets**

IPRAL tablets

Each tablet contains trimethoprim B.P. 100 mg

Indications

Ipral is indicated for the treatment and prophylaxis of acute and chronic urinary tract infections.

Actions

Ipral is active in-vitro against most pathogenic Gram-positive and Gram-negative bacteria. Exceptions include *Neisseria* species and *Pseudomonas aeruginosa*.

Dosage and administration

For acute urinary tract infections 2 tablets twice daily is recommended.

For long term and prophylactic therapy 1 tablet twice daily is recommended.

Contra-indications

Ipral should not be given to patients with severe renal insufficiency where blood levels cannot be monitored regularly. Ipral should not be used in pregnancy or during the first few weeks of life.

Precautions

Care is necessary in administration to patients with impaired renal function. Special precaution should be exercised in patients with a predisposition to folate deficiency.

Side-effects

Nausea, vomiting and skin rashes may occur but are rare. Ipral may depress haematopoiesis during prolonged therapy. This has proved reversible when treated with calcium folinate.

Treatment of overdosage

Gastric lavage. Calcium folinate may be used to counteract any effect of Ipral on bone-marrow.

Package quantities and price

Packs of 100 tablets £5.30.

Product Licence No. - 0034/0190.

References

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6. Lancet 1979, 1, 493.

Further information available from:

Technical Services Department,
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Regal House, London Road,
Twickenham, Middlesex TW1 3QT.
Tel: 01-892 0164

Ipral is a Trade Mark of E R Squibb & Sons Ltd



**For the treatment of acute and
chronic urinary tract infections**

TM

ipral
trimethoprim 100 mg

ipral is at least as effective as co-trimoxazole^{1, 2, 3, 4}

ipral produces fewer side-effects than co-trimoxazole and avoids those associated with sulphonamides^{1, 4, 5, 6}

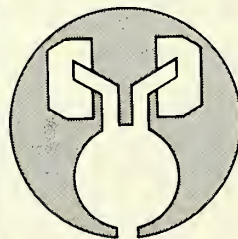
ipral has proven effectiveness in acute and chronic infections^{1, 2, 3, 4}

yet is less expensive than most other therapies

in acute U.T.I.'s - 2 tablets b.d.

in prophylaxis of U.T.I.'s - 1 tablet b.d.

ipral
trimethoprim 100 mg



**for better management of
urinary tract infections**



Mr Harry Mendelson, FPS, Group personnel director of the Wellcome Foundation Ltd has retired after 34 years service. Mr Mendelson registered as a pharmacist in 1939 joining the Wellcome production centre at Dartford in 1945 as training and education officer. Appointed company personnel manager in 1959 and group personnel manager in 1967, Mr Mendelson was awarded his fellowship in 1972 for distinction in the profession of pharmacy. Mr Mendelson was chairman of the drug and fine chemical group executive committee of the Chemical Industries Association and until July this year a member of the association's industrial relations board. He was also a member of the Bromley Area Health Authority in Kent and has recently been appointed to the Council of Chelsea College. Mr Mendelson has been succeeded by **Mr Peter Hobbs, FIPM**, who joined the Wellcome Foundation Board in May, having been previously joint personnel manager of the Mond division of ICI.

Mr J. R. Hough, FPS, has resigned as director to the Welsh committee for postgraduate education in Wales due to ill-health and has been succeeded by **Dr D. J. Bailey, FPS**. Mr Hough, a former student of the Welsh school of pharmacy took up the appointment in May for 3 years. Dr Bailey will continue to act as senior tutor within the school, a post he has held for the past three years. Inquiries relating to postgraduate study for pharmacists in Wales should now be directed to him.

Deaths

Hunt: Suddenly on September 15 while holidaying at Portrush, Mr James Trimble Hunt, MPSNI, 15 Credenhill Park, Dunmurry, Belfast. Mr Hunt qualified in 1935 and for 23 years ran his own business in Upper Lisburn Road, Belfast.

Morrison: Mr James Dunn Morrison, MPSNI, 12 Dundela Gardens, Belfast 4, died on August 1 at the age of 74. Mr Morrison, who served his apprenticeship with Youngs of Strand Road, Londonderry, was one of the last Northern Ireland chemists to qualify in Dublin with the Pharmaceutical Society of Ireland. For over 40 years he had his own pharmacy at 50 Belmont Road, Belfast, until his retirement a few years ago.

Optional extra

Last week I said that I thought that locums, as qualified pharmacists, should properly be responsible for the running of our pharmacies in our absence, both legally and in respect of the contract. I don't know the situation with doctors, and so must pose as a question—"Is the doctor who takes a holiday responsible for the errors which his locum may commit?"—in order to make the point that it seems insupportable that if any professional man appoints another to take over the running of his practice for a period, he, and not his appointee, should be accountable for a mistake made when he was maybe 1,000 miles away.

In pharmacy, of course, things are never simple and we have companies who are contractors and may not wish to know of any such arrangement since it would introduce a new element into their notion of contractual responsibility.

As I understand it, this means that the contractor is responsible for the fulfilment of the terms of the contract and it makes no difference whether the contractor is a single man pharmacy or a 20 or 1,000 branch company.

Personally, I think it might reasonably be said that there is a difference between company and individual responsibility. I'm even prepared to recognise it and so will modify my demand (perhaps suggestion would be better) that in a new contract for NHS dispensing, those who wish to should have the right to nominate their locums as "temporary contractor" during his spell of duty.

Strong word

Recently I altered my pharmacy to make some wall space near the dispensary entrance so I could put up various posters and notices which seem to relate to our professional responsibility. Initially I placed my certificate at the top so that the reps at least would know who they would be speaking to! It does no harm at all to make clear to the public, too, that they are dealing with qualified staff. Beneath this I have hung all sorts of notices, from DUMP campaign leaflets and kidney donor cards to tobacco tar lists, and Family Doctor booklets.

I noticed in last week's *C&D* that a striking poster has been produced which says that alcohol and drugs do not mix, and which gives a list of quite common drugs whose potency is affected by alcohol. I should like one. I think however it is a pity we use the word drug so freely, for although we use it correctly—you, I, and the poster—it conjures up, in the lay mind an image of opium, and cocaine, the heavy narcotics, and the sex drugs of wishful anticipation. The word is loaded against nice use, and I believe to get the message across as we intend the word "drug" should be replaced by the word "medicines".

As if to confirm what I suggest, when I showed the poster to a number of my customers the response was almost unanimous. "Of course", they said, "everyone knows that *drugs* don't mix with alcohol . . . I mean to say, it stands to reason dunnitt?" They didn't seem to think I was talking about *their* medicines. They are not all like that, but who are we trying to reach?

Squat here

It had to happen, and I suppose I have to comment, since I only passed 17 Bloomsbury Square the other day and wondered what was to become of that lovely house, particularly as we were flat-hunting and think the area "rather nice." On the whole I think it better that it is lived in, than left vacant and cold through another winter. But why didn't I think of it first? I could have filled it with pharmaceutical students and made a fortune. I just didn't have the nerve. It would be like camping in a cathedral.

COUNTERPOINTS

Three new conditioners from Klorane

Three new conditioners to complement the Klorane range of colour reviver and treatment shampoos have been introduced. The first is a greasy hair conditioner (125ml £1.20) which is said to be oil-free to help keep greasy hair fresh and manageable between shampoos, for use alone or as part of the Klorane greasy hair treatment regime complementing white nettle shampoo to dry greasy scalp and hair and white nettle lotion to correct excess grease.

Henna Balsam is both a conditioner and colour reviver (125ml £1.20) and is said to be protein enriched to improve hair texture giving body and shine, containing natural henna extract to heighten the colour of brown, red and auburn hair. Camomile balsam also a conditioner and colour reviver (125ml £1.20) is said to enhance golden highlights in fair hair while protein enrichment helps restore hair to bouncing shining health. *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth, Herts.*

Thick Liquid Sanilav from Jeyes

Jeyes are making a bid to expand their share of the £33.8 million combined bleaches and toilet cleanser market with the introduction of Thick Liquid Sanilav. The product is said to be an effective germicide containing a detergent for cleaning plus a special stain removing ingredient capable of lifting limescale. In addition, the thick blue liquid ensures that the product clings to the toilet bowl staying in contact longer with stains and germs to be more effective, says the company.

Thick Liquid Sanilav is packed in a squeeze bottle which enables the contents to be directed in a controlled flow round the bowl and under the rim.

To support the new product, Jeyes had planned a £250,000 investment on television. However, since ITV is still off the air those plans have not been finalised. *Jeyes Ltd, Brunel Way, Thetford, Norfolk.*

Free sachet of Supersoft

A free sample of Supersoft shampoo is to be included with the December issue of the women's magazine *True Story*. The shampoo variant offered is Extra Volume for fine, flyaway hair, one of the new products introduced earlier this year as part of a relaunched, reformulated and expanded Supersoft range. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*



Jelly baths

Borsari products—a range of luxury bathtime, beauty products will be available for Christmas sales from Cliro Perfumeries Ltd.

Borsari jelly & jellies range includes brightly coloured and strongly perfumed luxury bath gels. They are said to give an instant, deep cleansing foam and are available in thirty fragrances: Jelly fruit bath with ten flavours including apricot, grapefruit and plum; Jelly garden bath—eight fragrances including mint, meadow herbs and sage; Jelly flower bath—seven floral fragrances including apple flowers, parma violet and bluebell; Jelly spice bath—cacao and clove, and Jelly ambience bath—six unusual perfumes including poppy fields, broomlands and daisy chain. *Cliro Perfumeries Ltd, 26 Nottingham Place, London W1.*

Azzaro gifts

A miniature bottle of Azzaro perfume slung on a fine black cord to be worn as a pendant will be given away free to every purchaser of either Azzaro perfume (3oz £14.50) or the perfume atomiser (3oz £23.35). The bottle contains 1/2oz of the scent.

Customers buying Azzaro pour homme will also be given a free gift as well as a special price gift. Any size of Azzaro pour homme eau de toilette or after shave will entitle the purchaser to a free soap in the same range and the chance to buy a zippered suit cover for £3.75. Distributors: *Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cwmbran, Gwent.*

Grosvenor show

Grosvenor of London will be introducing their 1980 range of toiletries at the Wholesale Buyer's Gifts Fair at the Mount Royal Hotel in London between

November 25-29 1979. On show, they say, will be a balanced blend of proven and successful lines and new products, giving a range specifically designed to meet and satisfy the tastes and requirements of all consumer categories.

Among the new products are the "Chirpies" characters—chirpy, cheeky, lovable little people and animals featured in shaped soaps and bubble bath and the "Grot" range of toiletries—soap, shampoo and bubble bath—based on a new and intriguing concept in product appeal and with tremendous potential as a fun gift idea for people of all ages, says the company. *Grosvenor of London, North Lane, Aldershot, Hants.*

Lancôme's new Bocage roll-on

Lancôme have introduced a new Bocage roll-on which the company says is redesigned for easier application on both sensitive skins and for use after depilation. Bocage roll-on (£2.95) will be available from Lancôme stockists from January 1980. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1X 0AD.*

English Grains add Honeycare shampoos

English Grains Ltd have introduced a range of three new shampoos under the brand name Honeycare, (240ml £0.80). All one size, the bottles, with unusually shaped "Honeydrop" labels in four colours, bear the flower and bee symbol of Honeycare shampoos. The three types are; Honeycare honey & wheat germ E for normal to dry hair; Honeycare honey & 15 herbs for normal hair, and Honeycare medicated honey shampoo for normal to greasy hair.

Free point of sale counter and floor-standing dump baskets are available to display 24 bottles. As an introductory offer, English Grains are giving free hand hair dryers with initial orders, to retailers. *English Grains Ltd, Swans Park, Park Road Overseal, Butan-on-Trent.*

Small Henara wax from Henna Health

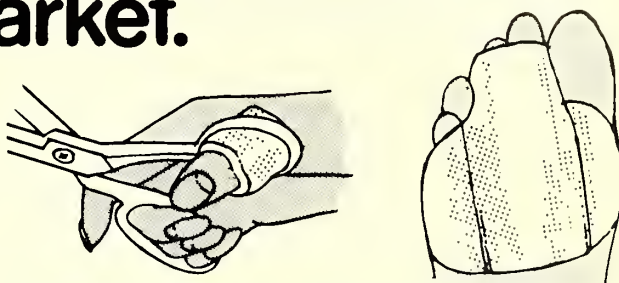
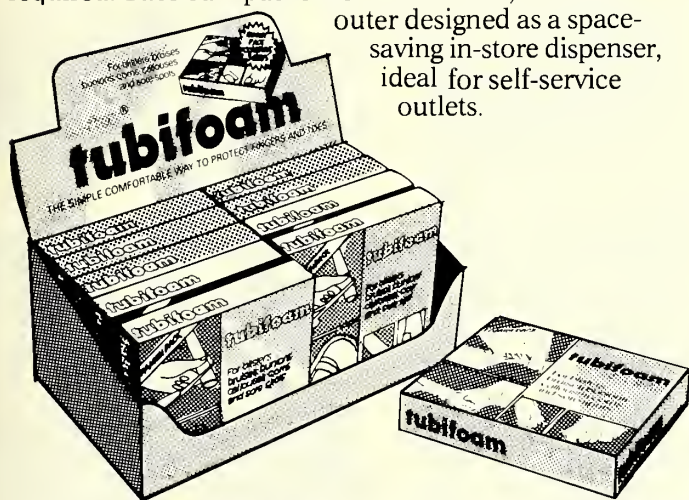
Henna Hair Health Henara treatment wax is now being repackaged in a 200g size, three-five applications per pot (£8.88 per dozen exclusive of VAT). There is a bonus on initial purchases. *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1V 9BP.*

Tubifoam—opening up an important area of the health care market.

A unique concept in low cost protection for fingers and toes, Tubifoam offers additional profit opportunities in the expanding home health care market.

Made from tubes of soft, flesh-coloured foam, lined with stockinette for extra comfort, Tubifoam is easy to apply and needs no tying or taping. It is available in an eye-catching family pack containing three lengths, each of different diameter, which can be cut to the shape and size required. Tubifoam packs are boxed in 12's, with each

outer designed as a space-saving in-store dispenser, ideal for self-service outlets.



Extensive national advertising support

The introduction of Tubifoam will be supported by a £25,000 national advertising campaign in daily and Sunday newspapers and mass circulation women's magazines during November. 21 million potential customers will see these advertisements.

They will soon be asking for Tubifoam — make sure you have some on display.

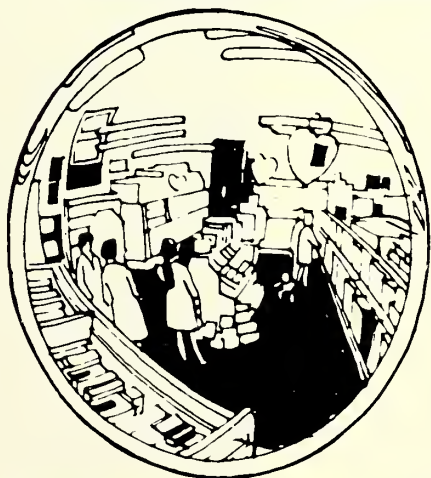
To become a Tubifoam stockist, contact either your Jackel International (UK) salesman or your usual wholesaler

Seton®

tubifoam

for blisters, bruises, callouses and corns.
Tubiton House, Medlock Street, Oldham OL1 3HS

What to look for in anti-theft mirrors



Look for the name
Volumatic
Europe's retail security experts

Volumatic Limited, Taurus House, Kingfield Road,
Coventry CV6 5AS. Tel: (0203) 84217

- **Is it the right type for the job?** Volumatic make a wide range including static, moving, circular convex, 'Slimview' for low ceilings, shatterproof 'Halos', ceiling mounted hemispheres, moving three-mirror units and two-way observation mirrors.
- **Is it well made?** All Volumatic mirrors give a clear reflective image without distortion and are fully sealed against moisture. They are well engineered and have an unconditional twelve-month guarantee.
- **How long for delivery?** As Europe's biggest supplier of anti-theft mirrors we are always able to supply ex-stock.
- **What do I get for my money?** The finest security mirrors available **plus free** deterrent notices. Advice and written information on retail security is available free of charge to all customers.
- **How can I find out more?** Just send off the coupon below.

Please send me full details of all Volumatic anti-theft mirrors.

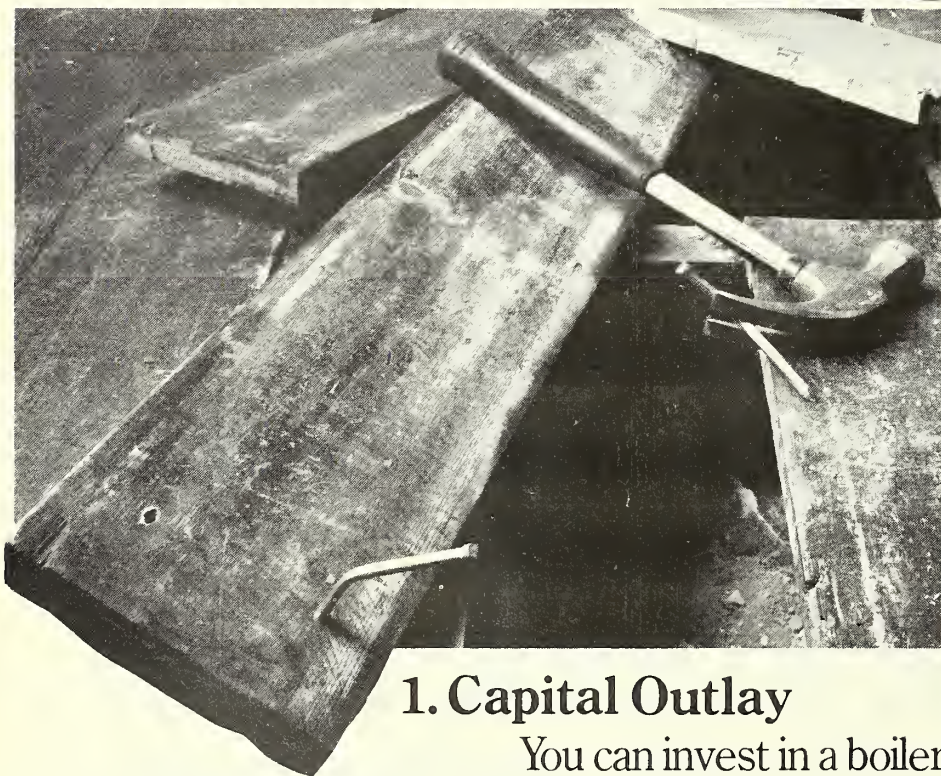
Name

Company

Address

006

If you're thinking of installing now's the time to do the



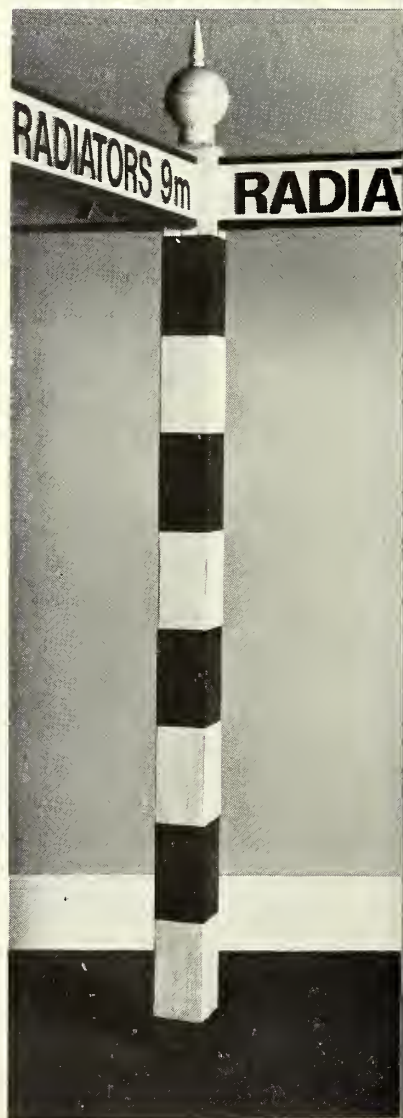
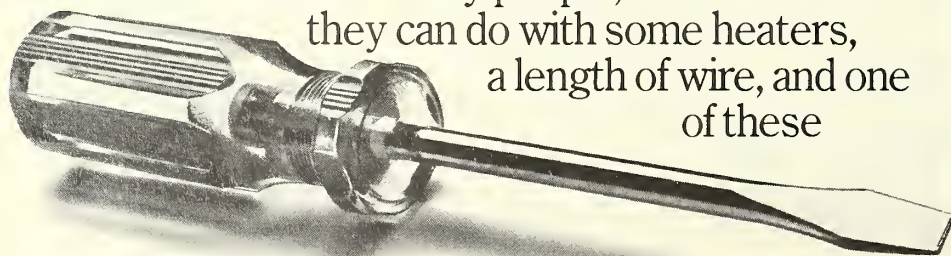
1. Capital Outlay

You can invest in a boiler, a hot water tank, a header tank, a water pump, a few radiators, and several yards of piping.

Then you can pay for a couple of blokes to come round and spend a few days on your premises taking up floorboards, fixing radiators to the wall, running pipes all over the place, and knocking a hole for the flue.

You might well find you have to close your business down while they do it, and lose income.

Or contact the Electricity people, and see what they can do with some heaters, a length of wire, and one of these



g heating in your business, ne time ount cost.

Running Costs

A fuel-fired system

– if you can get
the fuel to
fire it – works

heating water up in
boiler, and pumping it
rough yards of piping
und all the radiators.

It's not a particularly
efficient form of heating,
because much of the heat
es straight up the flue.

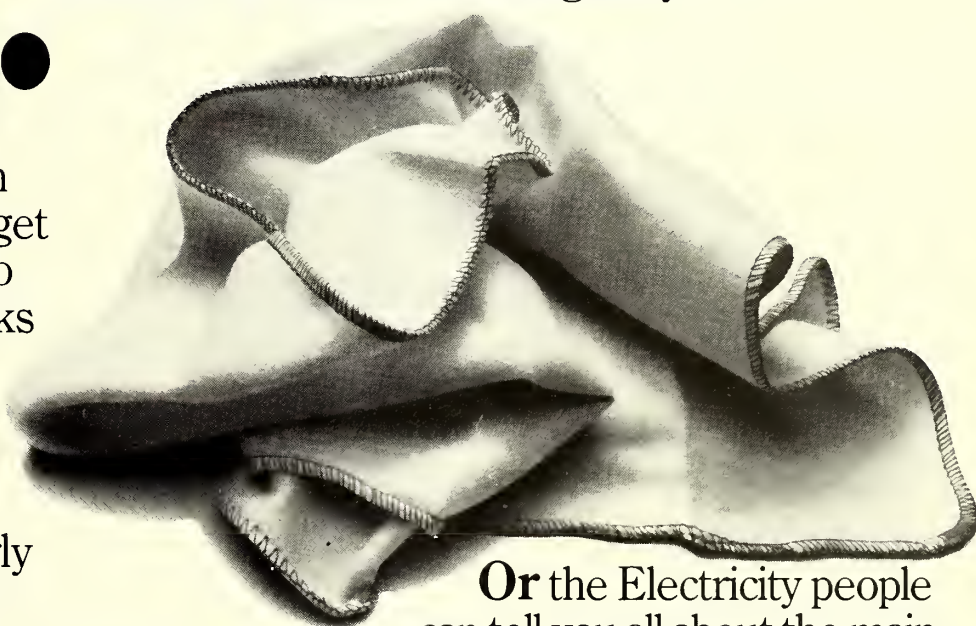
o contact the Electricity
ople, and find out about
E-peak electrical heating.

With controls and
ermal insulation, and
ing the right tariff for the
o, you can keep your
nning costs down to a
imum.

3. Maintenance

With all that hardware, like pipes, pumps, boilers and so on, there's a lot that can go wrong, clog up, or leak.

So you'll probably have to arrange a maintenance contract to have people come around to examine the whole works regularly.



Or the Electricity people
can tell you all about the main-
tenance kit illustrated above.

To find out what electric heating can do for your business, get in touch with your Electricity Board now. Or ask the operator for **Freefone 2284** – it's a completely free service – and talk to our commercial heating specialists.

Or just clip the coupon, and we'll send you full details.

To: The Build Electric Bureau, The Building Centre, 26 Store Street, London WC1E 7BT

Name _____

Address _____

HEAT ELECTRIC

The Electricity Council, England and Wales.

CD2

Two kits from Viking Brews for lager and draught beer

A change from a new home brew kit is the home brew draught beer kit (£9.05). This is a carton in red and white containing essential equipment, a kit and a 40 pint collapsible storage container. Said to be ideal for the beginner who need not shop around for bottles and equipment and also for chemists and shops with limited space but who would like to stock home brew kits without the extras. At this time of year they are particularly suitable for Christmas presents. *Viking Brews Ltd, 28 Clive Street, North Shields, Tyne & Wear NE 29 6LD.*

New promotions for old

Reckitt Household Products say they are making an aggressive drive to win further gains in the household cleansers market with a new consumer promotion on Cleen-O-Pine liquid on the theme of "new floors for old." Leaflets available in-store from October until the middle of November will give information about a competition to win ten luxury Marley floors, fitted and laid free.

The theme is continued with in-store lotteries arranged in conjunction with



major displays of the product, in which consumers can win Plysu Super mops.

The £300,000 advertising support for Cleen-O-Pine liquid and its counterpart, Cleen-O-Pine cream cleanser continues until the end of 1979 in women's Press using cartoon characters to illustrate main product usage areas.

Also during October to mid November, Mr Sheen aerosol polish will be available in a 15 per cent extra free pack and Mansion Choice aerosol furniture polish in a 20 per cent extra free pack. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Orlane expansion

Orlane are to launch a cleanser and toner in the B21 range in November. The cleanser containing sesame, carthaine and grapevine oils and the toner described as a jelly like texture formulated with glutamate of arginine are both available in 200ml bottles (£12.50). The Intégrale line

by Orlane has also been expanded with the introduction of an eye cream (15ml, £6.95) which will be available from November. *Orlane Cosmetics (UK) Ltd 21 Grafton Street, London W1X 3LD.*

Silken Finish

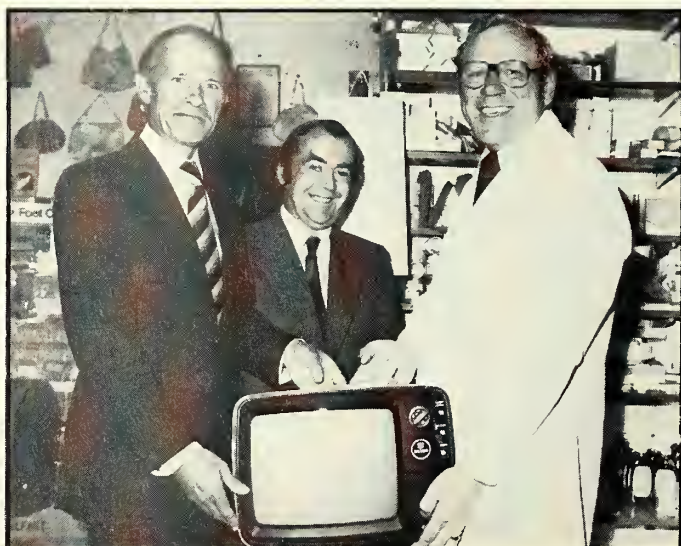
Silk Fashion, the range of makeup by Helena Rubinstein, now includes a new cream foundation—Silken Finish. Like all other Silk Fashion preparations, this foundation is formulated with hydrolised silk, says the company. Easy to apply because of its creamy texture, Silken Finish is also a most versatile foundation, which may be controlled to give sheer to more complete coverage without feeling or looking heavy. Applied with a moistened sponge or the fingertips, Silken Finish is said to be moisturising and water resistant.

Presented in a slim mirrored compact with its own sponge, Silken Finish (£4.75) is available in six fashion shades; natural beige, fair, fresh beige, sunny beige, pure beige and deep beige. *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

Arabesque ladies

Arabesque have individually packaged their three "famous british women" perfumes. Aimed at the gift buyer the perfumes, inspired by Nell Gwynn, Lady Hamilton and Ann Boleyn include their biographical details. The three perfume gift pack is also still available. *Arabesque, West Hallam, Derbyshire.*

Left, Mr Frank Holroyd MPS (right) of Garforth, Leeds, was one of three winners of a Numark competition who won a black and white portable set. He is seen here being presented with his prize by Mr Charles Wragg (left), director of Numark franchised wholesalers, Bleasdale Ltd. Right, Mr Sam Moore MPS, NI, of the medical hall in Coleraine, Northern Ireland also won a portable set at the recent Castlereagh Agencies series of trade shows for Northern Ireland traders. Pictured with him are Des McGovern, sales director and John Ferguson, sales representative of Castlereagh Agencies



LRC relaunch Marigold lightweight housegloves



LRC are relaunching Marigold lightweight housegloves with substantial product improvements and the largest support programme it has ever given to a single variety. A promotional budget of £400,000 has been allocated for the next six months.

"The product improvements are the result of a considerable research programme among housewives", say LRC. Investigations showed that of those women who do not wear housegloves four out of five said that this was because the gloves were not sensitive enough and they felt they could not handle delicate objects safely. Accordingly, LRC has made four major improvements to lightweight gloves. They are said to be 10 per cent thinner in the finger and palm areas to increase sensitivity, while maintaining the existing high standard of durability, the most vulnerable part of the glove, the fingertip, has been strengthened, the cuff has also been lengthened to help prevent water from getting inside the glove and the cuff has been strengthened with ribbing to keep it in place while the glove is being used.

For the latest television advertising campaign, LRC are turning their attention to attracting new users and, for the first time, will be promoting an individual variety, rather than the Marigold range. The new commercial introduces the Kiminskis, a juggling act which demonstrates the sensitivity and strength of Marigold lightweight. A budget of £250,000 has been allocated for the national television advertising campaign which will run during January and February next year.

To emphasise the greater sensitivity of the gloves, LRC have repackaged lightweight in a new bag which graphically features a gloved hand holding a cut-glass goblet. The product's improvements are flashed on the front of the pack. A new departure is a hand-sizing chart on

the back of the pack so consumers can make sure they are selecting the right size glove before buying.

Medium is said to be the popular size of houseglove, selling three times as fast as small and large. To streamline ordering LRC will be packaging lightweight medium in outers of three dozen; small and large will still be in dozens. The company will also be introducing dump bins for the first time to enable retailers to make an off-shelf feature of lightweight. The bins hold 78 pairs of gloves.

The relaunch will be supported by a

full range of point-of-sale aids ranging from header cards for Marigold display stands, open and closed signs, stickers and shelf wobblers. Details of an introductory trade bonus are available from the LRC salesforce. *LRC Products Ltd, Sanitas House, Stockwell Green, London.*

Concealer stick

A Revenescence concealer stick (£4.25) has been introduced by Charles of the Ritz. Presented in a lipstick-type case it is applicable directly on the skin. *Charles of the Ritz, London W1.*

This advertisement sent the sufferers of Southampton and Derby rushing to buy



New! DERMIDEX Skin Medicine

from the makers of Mucron, Do-Do and Migraleve

Three-fold treatment

Pain and irritation relieved — Dermidex contains a local anaesthetic.
Infection controlled — Dermidex is germicidal.
Helps healing of damaged skin.
(Full information has been sent to every chemist)

Outstanding test market results show:

- * exceptionally high consumer demand
- * complete user satisfaction — in-pack questionnaires give gratifying 95% product efficacy
- * overall sales rate (all chemist types) AT LEAST EQUAL TO MUCRON

Advertising — National Launch

Breaks October — LARGE SPACE, PRIME POSITIONS in all major national newspapers.

Please ensure you have stocks


Order NOW either direct (12½% launch discount on 1 doz. or more) or from your wholesaler. **Minimum profit of 50% on cost.**
RETAIL: 87p (50g) TRADE: £0.5043 each

INTERNATIONAL LABORATORIES LTD.,

Sunbury-on-Thames, Middx.
(Tel: Sunbury-on-Thames 87411)

Please note NEW ADDRESS from November 5th 1979.

Wilsom Road, Alton, Hants.
(Tel: Alton 88174)

 Pharmacy only



COUNTERPOINTS

Numark promotion— lap two

Numark's superbuy in the second stage of their major feature national promotion, from October 29 to November 17 is Vosene large shampoo. Retailing at £0.49 it will have a Numark personalised pack. Other promotional lines include Colgate Dental Cream, Silvikrin shampoo, Gillette GII cartridges (5's), Steradent tablets, Steradent Deep Clean tablets, Kotex Simplicity, Listermint antiseptic mouthwash, Silvikrin hairspray, Imperial Leather soap, Vosene shampoo (economy), Milupa infant food and savouries, and Milumil.

Supplementary lines include Matey bubble bath, Savlon antiseptic liquid, Right Guard, Numark personalised Foamy, Kotex Brevia, Kleenex tissues, Brut 33 after shave, Fashion Style home perm, Dextrosol and Nusoft toilet rolls. Optional extras include Beecham powders, Venos, Venos honey lemon, Mac lozenges, Mac lozenges honey lemon, Phensic and Beecham powders with hot lemon.

Main promotions will be advertised in the *Daily Mirror*, *Daily Record*, *Womans Weekly*, *Womans Realm*, *Belfast Telegraph* and the *Bradford Telegraph & Argus*. The superbuy will be featured in additional solus advertising in the *Daily Express*, and *Womans Own*. Local Numark wholesalers are offering specially promoted items to members. *ICML*, 51 Boreham Road, Warminster, Wilts.

Barkers promotion for Aqua Manda

A special offer has been negotiated exclusively with Barkers of Kensington for a 20ml bottle of Aqua Manda foam bath to be given away free with every purchase of Allander towel (Allander is the brand name of the House of Fraser).

The bottle is attached to a voucher which subsequently entitles the consumer to a further 25p off any Aqua Manda product purchased in the toiletry department of Barkers of Kensington before December 31, 1979. *Goya International Ltd*, 161 New Bond Street, London.

Firmer colostomy sealing rings

Abbott have introduced series 416 colostomy appliances with a Holligard sealing ring (30, £18.54 trade), claimed to be firmer and more resistant to heat than karaya. The company says some colostomists have found that karaya seals become soft and less effective in very warm conditions.

The new seal is a blend of natural

gums and man-made polymers. The series 416 range also incorporates a flatus filter. *Abbott Laboratories Ltd*, Queenborough, Kent ME11 5EL.

Sancos changes

Sancos and Sancos Co are now available in a tartrazine-free syrup formulation. There has been no change to the active ingredients and "revised formulation" is marked on all packs. *Sandoz Products Ltd*, PO Box Horsforth 4, Calverley Lane, Horsforth, Leeds LS18 4RP.

PRESCRIPTION SPECIALITIES

New Astra inhaler for better control

Bricanyl Spacer inhaler is claimed to provide better patient control yet to be easier to use than others available. Astra say the drug is released into a spacer chamber (extension to mouthpiece) as a mist which can be inhaled. In the older type, more medicine stayed in the mouth and was not breathed down into the lungs. The timing of pressing down the canister and breathing in is said to be less important and there is no sensation of cold spray hitting the inside of the mouth.

BRICANYL SPACER inhaler

Manufacturer Astra Chemicals Ltd, PO Box 117, King George's Avenue, Watford, Herts WD1 7QR

Description Metered aerosol with extended mouthpiece delivering 0.25mg terbutaline sulphate per actuation

Indications Selective beta₂ adrenergic stimulant for allergic and intrinsic asthma, chronic bronchitis, emphysema and other bronchopulmonary disorders concerning bronchospasm

Administration One or two inhalations with short interval between. Not more than eight should be necessary in 24 hours

Precautions Care when aminophylline or related compounds given to patients receiving Bricanyl by injection. Care in myocardial insufficiency or thyrotoxicosis. Not for use with non-selective beta blockers but may be used with selective cardiac blockers

Side effects Low and characteristic of sympathomimetic amines. Resolved spontaneously within first week of treatment.

Packs 400 dose aerosol (trade £5.94)

Supply restrictions Prescription only

Issued October 1979

IDOXENE eye ointment

Manufacturer Spodefell Ltd, 5 Inverness Mews, London W2 3JQ

Description White translucent ophthalmic ointment containing 0.5 per cent w/w indoxuridene

Indications Antiviral agent for treatment of herpetic keratitis

Contraindications Not for use with other ophthalmic preparations, especially boric acid. Use in pregnancy, particularly first trimester, should be avoided

Administration Apply four times daily to inside of affected lower eyelid and gently smooth over surface of eye with lid. Continue for three to five days after healing

Precautions Prolonged use may cause local irritation and oedema, pain or photophobia and corneal damage. Local allergic reactions have been reported. Withdraw temporarily if secondary infection supervenes and treat with appropriate antibacterial

Storage Cool place, not frozen. Discard after 30 days of opening

Packs 3g tube (trade)

Supply restrictions Prescription only

Issued October 1979

IV Norpace

An intravenous form of Norpace is being introduced into the UK and is expected to be used in hospitalised patients requiring rapid resolution of arrhythmias or who, at the time, cannot receive oral doses.

During clinical trials, Searle say intravenous Norpace reached therapeutic levels in most patients within 15 minutes after administration, compared to 30 minutes to two hours for oral doses. In appropriate patients, the intravenous form can be followed by oral administration. *Searle Medical*, PO Box 88, Lane End Road, High Wycombe, Bucks.

Roche repack

The 100 packs of Dromoran 1.5mg and pethidine 25mg tablets are being replaced by blister packs of 500. Both can be split into units of 50. Trade prices are Dromoran 500, £13 and 50, £1.30, and pethidine 500, £3 and 50, £0.30. *Roche Products Ltd*, Broadwater Road, Welwyn Garden City, Herts.

Flagyl reminder

May and Baker wish to remind pharmacists that a 400mg tablet Flagyl is available for certain conditions where a higher dose of metronidazole is prescribed. *May and Baker Ltd*, Dagenham, Essex.

A smooth operator in a rough market

Hard skin and stains are unsightly features on any hand or foot.

A perpetual problem to people from all walks of life.

Coral pumice stone, available in three attractive bathroom colours as well as the traditional natural grey, will smooth away your customers problems.

A full supporting advertising campaign in the major womens magazines will launch the new pumice stone from Coral this Autumn.

The Unique packaging and the competitive price of 59p RRP makes Coral the natural choice for you and your customers.



coral

Sole distributor Jackel International (UK) Ltd. Tel Blyth (06706) 66771.

A product from Avoca Pharmaceutical Products Ltd.

Even your hard-to-please gift-seekers'll fall for fenjal...

...the gift of luxury skin-care
with those most seductive fragrances



Fenjal will help you solve some of the most difficult
of Christmas gift problems for your more discriminating customers.

But, if you're at all likely to run short, just telephone us an
order... NOW...on 01-560 5151 Extension 2378.

Make sure of pleasing the more hard-to-please!

Beecham Scott & Bowne
the Chemist specialists

COUNTERPOINTS

New distributor for three relaunched Jackel products



Following the promise from newly appointed marketing consultants, Nicholas Hall & Co that chemist retailers will be hearing more from Jackel (*C&D*, September 29, p470), they have now announced major changes concerning the three products; Thicken Hair, Proteinail conditioner and Stop Bite.

These products, all of which are being relaunched, are now being distributed by De Witts. Jackel believe that this company will be better able to give the right amount of exposure to these toiletry products.

Sales of Thicken Hair are described as having been "ticking over nicely", but a decision was taken to give the product



a new image. New packaging has been introduced and indeed the colour of the product has been slightly altered in order to match the colour of the new packs. The company believes that new trends in hair styles will also be giving sales a boost as bob cuts and the need for a thick fall of hair increase demand.

Both Proteinail and Stop Bite are also being revamped, the latter in a style which now identifies it as a sister product to the former. £30,000 is being spent across the three products to promote them through women's magazines. The bulk of the money will be behind Proteinail. Distributors: *De Witt International, Seymour Road, London E10.*

Braun chorus

Braun UK are to support the 1979-80 season of the Royal Choral Society. The Society, founded in 1872, will be presenting eight concerts during the season at both the Royal Festival Hall and the Albert Hall. Bob Murray, general manager of Braun comments: "We are delighted to be associated with such a highly respected institution. We feel that by supporting the arts in this way, we are establishing a much stronger link between Braun and the UK." *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Olympic promotion

A major consumer competition, from Sweetex, linked to the Olympic Games, begins this month. The 500 tablet competition blister pack which comes in a 24 pack display with header board is now available. Details are on the reverse of the blister card.

Eight sporting action silhouettes are illustrated for identification against a list of ten Olympic Games events. Entrants must also complete the tie breaker sentence; "Sweetex helps me because . . ."

Prizes are ten trips (for five couples) to the 1980 Olympic Games in Moscow. The prize includes return flights, nine

days half board accommodation and entry to the Games. Trade bonus terms and self-adhesive point of sale cards will also be available to retailers from Crookes-Anestan representatives. *Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham.*

Hymosa perfume

New Era Laboratories are introducing new packaging for their range of Hymosa perfumes and colognes. Bouquet 1819 in perfume and cologne, is now in a white and gold presentation box. Black Beauty perfume and cologne is in a black pack with gold lettering and design.

Bouquet 1819 is described as a traditional perfume in classic style, free from animal substances, and suitable for all occasions. It is also available as a cologne. Black Beauty is an elegant and sophisticated perfume for the discerning woman, also free from all animal substances, and available too in a light cologne. *New Era Laboratories, 39 Wales Farm Road, London W3 6XH.*

Estee eyes

Estee Lauder has introduced New Performance eye creme (30ml £11) which is designed, says the company, "to help increase elasticity and resilience". *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1.*

New Denman Freeflow brushes

The House of Denman are launching a new range of Denman "Freeflow" styling brushes. This newly designed range has widely spaced radial pins, allowing the hair stylist to create waves, curls and shapes when styling, says the company. More hair is said to be able to flow through the pins so more waves or curls remain in the hair.

In line with other Denman brushes, the Denman Freeflow range, with its removable cushion base and renewable ball point pins, is said to withstand the



intense heat of modern blow dryers and is easily cleaned. The brushes come in three sizes, the D31—with seven rows of pins, the D41—with nine rows of pins, and a smaller D1431—with five rows of pins. *Denroy International Ltd, Denroy House, 85 Brighton Road, Surbiton, Surrey.*

BHS get in on cosmetic act

British Home Stores have launched their own brand range of cosmetics named "Eleanor Moore". Initially, this will be sold in forty-two of their stores, with plans to introduce the range to further major stores in due course. The company says that the Eleanor Moore range has been developed to appeal to the 25-40 year-old market. There are eighty-three separate items in fifteen sub-sections in grey and silver packaging. This colour scheme is carried through to the counter display unit and the point-of-sale material. Prices are said to compare favourably with other middle market brands with a starting price of £0.49 rising to £1.15 for the most expensive item. For the launch, there will be a special offer of 15p off each item.

Window displays are to be mounted with the centre piece featuring: "The Eleanor Moore look". In-store display will carry the same theme. *British Home Stores, Marylebone House, 129 Marylebone Road, London NW1 5QD.*



**We're spending
£½ million
to put New
Cold Control
here.**

Starting in November, we're launching new Owbridges Cold Control in a major TV campaign.

We're telling people that new Cold Control is the first cold relief liquid you fit in your pocket, purse or handbag, so that you can take it anywhere, any time.

We're telling them each measure (containing one dose) can tackle major cold symptoms, without drowsiness.

In fact, we're telling them just what they want to know.

After all, if they feel they have to keep going with a cold, they need extra help.

With new Owbridges Cold Control all they have to do is snap the top and drink.

Owbridges Cold Control retails at £1.39 including VAT for a pack, containing six 20 ml measures and it is a 'P' registration product.

For launch bonus details or more information contact Chefaro Proprietaries Limited, 01-542 3402.

New Owbridges Cold Control.

It will come as a great relief to everybody.



And here.

COUNTERPOINTS

Durex pyramid display for accessible siting

Consumer interest in the sheath as a method of family planning has increased substantially in the past 12 months because of concern about the safety of the "pill," say LRC. Specifically with new or lapsed users in mind, LRC are introducing a new Durex tower display stand which can be sited on a counter or shelf.

The stand is pyramid-shaped and 18in tall. It has eight trays capable of holding three gross of sheaths and occupying 51 square inches of counter space. The sheaths featured on the stand are Fether-lite, Fiesta, Black Shadow and Gossamer.

"The most effective way for retailers to encourage consumer purchases of sheaths has proved to be good displays and accessible siting," says Mike Broadbridge, LRC group product manager. "Self service units like our new stand lessen any embarrassment the consumer may feel by making his selection an impersonal one—particularly when they are positioned near the till."

The LR/Wright's salesforce will be offering retailers a pre-pack containing the tower stand, plus enough stock to fill it twice, at a bonus price. LRC are also mounting a competition; "to help encourage the trade to think seriously



about display and to emphasise the importance it plays in boosting sales." Until the end of 1979, LR/Wright's representatives will be visiting chemists and hairdressers and taking colour photographs of either the Durex stand or the new Marigold lightweight dumpbin. The 50 retailers who build the best displays incorporating these items will each receive a prize of £50. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*

Unipharm spend

Unipharm Pharmaceuticals are to spend more than £200,000 on advertising and promotion during the current quarter in the wake of the most recent product introduction—that of strawberry flavoured Slingard. Most of this sum was scheduled for television, but in view of the ITV strike has been switched to Press coverage, to ensure immediate support for the trade. *Distributors: Pharmagen Ltd, Chapel Street, Runcorn, Cheshire.*

Si-ko and Dentec withdrawn

P. A. Danning have withdrawn Si-ko toothpaste and Dentec chewing tablets from sale and the company is going into liquidation. *Danning P.A. Ltd, Morley Road, Twickenham TW1 2HF.*

Midas display

After being introduced to the chemist trade some years ago, the Midas foam bath Christmas display competition is being offered again by Beecham Toiletries. Special seasonal packaging has a design based on the traditional carol: "The twelve days of Christmas."

Prizes in the competition this year are holiday vouchers worth £400, £200 and £100, plus Parker pen and pencil sets for eight runners-up. Beecham Toiletries salesforce will be offering outlets a wide choice of Midas Christmas display material. Photographs of the resulting displays, sent with an entry form, will be judged by a special panel. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

Votre perfume increases distribution

"Votre" the perfume created by the French couturier, Charles Jourdan, is being introduced to more stockists this year. It will be available from 80 selected outlets now and during the seasonal trading period. This increase is part of a planned expansion rate for UK sales of Les Parfums Charles Jourdan which has been taking place during the past 12 months, says the company.

"Votre" perfume was initially launched in October 1978, through only 12 major outlets in the UK. Content with this methodical growth rate, the company reports that "Votre" is becoming a well accepted fragrance. During the Christmas period, sales will be given a boost with advertising in selected national and local

magazines, quoting major stockists.

The long-term plans of the company, and the future of the range is said to be falling "happily into shape". The organised distribution policy will continue next year with some new additions to the existing range. And, the recent introduction of Les Complements De Votre Pour Le Bain—a selection of bath and body care products—are said to have helped greatly with these plans. *Dean Warburg Marketing Ltd, 24 New Bond Street, London W1Y 9HD.*

Follow the Rainbow

Philips new hairdrier, the Rainbow 550, is now making its debut into the marketplace, in time, says the company, for Christmas buying. The sleek new design is said to usher in the "shape of driers to come" in the 1980's. Its 550w motor is housed in a slim, lightweight shape designed to fit comfortably into the hand. The narrow concentrated heat outlet is also said to be easy to direct for drying and styling. In white with black trim, the Rainbow features an automatic cut-out in case of overheating. *Philips Electrical Ltd, City House, 420 London Road, Croydon, Surrey.*

Miss Worth

Worth Perfumes have added Miss Worth to their range (prices between £7.99 for 2fl oz of the eau de parfum and £53.23 for a crystal flacon of 1fl oz of perfume). Miss Worth is described as a blending of amber, mayrose, clove, ciste, cypress and musk with secondary notes of sandalwood, moss oak, iris, jasmine and lily-of-the-valley. *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, Chiswick W4-3RG.*

Optique shades

The Optique range of special eye cosmetics for contact lens wearers, now has a new range of eye shadows, which are low in oil and unperfumed. They are a softer formulation, packed in 7g tubes, in individual cartons, with three new shades—moss, viola and apricot. Details from *Optique, Beeches Road, Farnham Common, Slough, SL2 3PS.*

Henna gloss

Henna Hair Health have introduced another shampoo to their gloss range. Henara Henna gloss shampoo for grey hair is available in a 375ml bottle. *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1V 9BP.*



Get your hands on the biggest range of all.

There's just one comprehensive range of babyfoods available in this country – and that's from Cow & Gate.

The range consists of Premium and Babymilk Plus. Liga Rusks. Over 70 varieties of meals and desserts. Orange concentrate and 3 fruit syrups.

Only Cow & Gate, the babyfeeding specialists, can provide all this. All the food a baby needs for its vital first year.

Stock the complete Cow & Gate range. Backed by personal calls and a complete service, you're sure to have bigger profits on your hands.



The Babyfeeding Specialists



Ten years ago, we virtually invented the hair conditioner.

Then came our pink and white conditioners.

Their success added testimony to our policy that new conditioners would only be launched when we were confident of their success.

Well, that moment is upon us again.

New Ultra-Care Conditioners are unique in that they solve problems every woman faces.

Namely dry hair and the effects of over-perming, colourants, heated rollers and blow dryers.

There are two types of Ultra-Care Conditioners, each in two formulations for different types of hair.

Two new c
from Wella. Th
the others



The Ultra-Care Hair Pack is applied for at least twenty minutes, during which time it cleanses and moisturises deep into the scalp while conditioning the hair.

Most women will need to use it every two to three weeks.

Whilst, for use after every shampoo between Hair Pack treatments, there are the Ultra-Care High Performance Conditioners.

These actually penetrate the hair-shaft to protect it from within.

Each range will have its own heavy colour campaign.

For this reason, might we suggest you stock both?

Then it'll always be a case of heads, you win.



Conditioners they start where leave off.

EQUIPMENT

Multi-lens mock CCTV by Volumatic

An entirely new multi-lens, simulated closed circuit television camera with application in all types of retailing to deter shoplifters, has been introduced by Volumatic Limited of Coventry, as an addition to its range of retail security products.

Ceiling mounted, the unit is claimed to be as effective as "live" CCTV in cutting shoplifting losses. At a fraction of the cost, and with no maintenance problems, the Volumatic simulated CCTV camera is designed to appear identical to a live camera. In the shape of a hemisphere, the new camera (£71.25 plus VAT) can be suspended from a store ceiling or fitted flush. It incorporates four lenses, each with a red light to indicate which lens is operating, and a flashing orange light is fitted at the base of the unit to indicate that the camera is functioning. Finished in a bright deterrent orange for maximum visual impact, each camera is supplied with an anti-pilferage warning notice. *Volumatic Ltd, Taurus House, Kingsfield Road, Coventry.*



Volumatic's simulated CCTV camera

Pharmaceuticals label printing

Norprint has launched a new Volantis, a dry print model. It has been specifically designed and produced to meet the print quality demands of the pharmaceutical and food industries.

Volantis is a fully-automatic self-adhesive label printer and applicator. It can either be incorporated into existing packaging/filling lines or supplied with a purpose-built conveyor. The rotary hotfoil unit is an integral part of the machine and is fitted with a highly sensitive temperature control.

Many different coloured foils are available and the machine has been designed to provide optimum foil utilisation. The standard of print quality is high, particularly on glossy surfaces such as Kromekote, plastics and acetates. Print and labelling accuracy is within ± 1 mm. This model has a print area of up to 50mm x 100mm. Printing can be done by loose type and/or plates which can be changed quickly when required. There is also the added facility of an interchangeable print drum. Volantis is fitted with a variable speed motor, which provides an operating speed of up to 160 labels per minute. Lacerta a fully-automatic, in-line or free standing self-adhesive labelling system has also been introduced by Norprint. Two models are currently available, both of which have been specifically designed to meet the needs of the pharmaceutical, toiletry, cosmetic and special food industries. Both models, the twin and wrap-round, are designed to label automatically

products with a combination of flat and curved surfaces, as well as items of regular shape. Lacerta is also for applying labels to products with projections such as handles, plus bottles, jars, tubes and drums. No special training is needed to operate the system.

The twin model is capable of labelling both sides of a product simultaneously and the wrap-round is suitable for those applications needing labels either part or fully wrapped round the product. Other models can be supplied to meet specific applications, according to customers' requirements. Lacerta can be supplied with printing facilities to show batch-coding, date and price. Up to two lines can be printed. *Norprint Ltd, 98 West Street, Boston, Lincolnshire.*

Promotional flags but no screws

With the increasing use of anodised aluminium shopfronts and acrylic fascias the placing of promotional flags and banners projecting from the face of the shop is often prohibited if screw type fixings are involved. However there has been such considerable improvement over recent years of adhesive foam pads that it is now possible to use this type of fixing even under extreme outside weather conditions.

One type of promotional flag is that which has a very strong adhesive backing over the entire base area which is 50mm x 95mm. The base itself is made from glass-reinforced plastic in a neutral brownish colour and professionally designed to give the maximum strength with the minimum of weight. When required, the base may be removed from the shopfront quite cleanly with the help of a little solvent, leaving no unsightly holes.

The mating pole is of high impact PVC tubing of 19mm diameter x 65cm

average length and the flag is made from welded PVC which fits tightly to the tube and has a sealed end. Fixing may be at either 60° or 90° included angle dependant on which aperture is used in the base design. There are a number of indoor sign fixings flags and poles in the range of fixings from *Alphas Ltd, Progress Works, Castile Lane, Hadleigh, Benfleet, Essex SS7 2AF.*

Basic security from £3.41 a week

A London company, Internal Television Contracts is offering to install basic systems comprising one camera and a 9in television monitor for from £3.41 weekly. The company can also design systems using a number of cameras and monitors for internal or external surveillance. "The cost of installing a system is quickly recovered as a result of reduced theft, and the cost of leasing is fully tax-allowable as a business expense" advises Mr T. Twigg of ITC.

Systems can incorporate remote control devices, enabling a security man to pan, tilt and zoom the camera as required, while others make use of video recorders which, when linked to a sensor device, can be set to switch on automatically the moment an intruder enters the premises. Sophisticated switching devices enable several cameras to be routed to one monitor for surveillance of several different areas. Further details from *Internal Television Contracts, Cleaver Street, London SE11 4DR.*

Decimo Goldfinger for conversions

Instant conversion of most US and UK measures of length, area, volume, and temperature into and from their metric equivalents is the special feature of the new Goldfinger Conversion Master by Decimo.

This new liquid crystal display model which has all the standard calculator functions including full "live" memory, is the latest addition to Decimo's Goldfinger range of slim-line executive calculators. In gold-tone finish, it comes complete with its own wallet and should be available at a retail price of about £19.95. *Decimo Ltd, Park House, 4 Chobham Street, Luton, Beds LU1 3BS.*

Just the Jubb

Jubb Containers Ltd are selling a new range of Metal Box bottles up to one litre capacity aimed at the general chemical and automotive products market, as well as the toiletry and pharmaceutical industries. Silk screen decoration will be available for the new range as Jubb has recently increased their on-site printing capacity in order to provide a fuller service. *Jubb Containers Ltd, Cavendish House, Chiswick Road, Freemans Common, Leicester.*

Some solutions to pain from mouth ulcers are more drastic than others. But with Medijel, you can promise your customer the dramatic result he's seeking. Pain relief in seconds.

Tell him about Medijel—please!!

Medijel is soft. Soft enough to be placed right on the point of the pain. The local anaesthetic, lignocaine hydrochloride, can then start working immediately – whilst emollient and antibacterial agents help promote rapid healing.

So if your customer has a sore mouth, tell him about Medijel. He'll thank you for it.

Further information, including data sheets, is available from Dendron Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Tel. (0923) 29251.



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Soft pastilles and soothing gel
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Beatson glass containers provide the necessary protection for packaging pharmaceutical products, in white flint and amber glass.

Beatson Clark have been making glass for two centuries and today

serve the pharmaceutical world with most types of medicinal glass containers.

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Tel: 0709 79141 Telex: 54329





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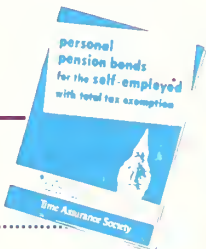
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*The maximum contribution is £3000 per annum for those born in 1916 or later.

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Supplement to Chemist & Druggist October 20th

LAXATIVES

Use and misuse of OTC products

Dr A. Li Wan Po, MPS, department of pharmacy, Aston University, gives advice on treatment of constipation

Constipation is characterised by irregular and infrequent defaecation with hard motions that are passed with difficulty (1). In one study (2), every constipated patient complained of hard stools while about 90 per cent complained of difficulty on evacuation. What is considered as 'being constipation varies from patient to patient and although the incidence of laxative abuse appears to have decreased considerably, ritual purging is still part of many peoples' lives. In this article an attempt is made to review the factors leading to constipation and the products that are being promoted for its relief.

The definition of normal bowel habit is difficult because of the lack of studies aimed at understanding it and because of wide inter-subject variations observed. In one study (3), an average interval between stools of about 28 hours with a range of 9 to 57 hours was observed. In a second study, it was suggested that fewer than 3 movements per week was unusual (4). Since diet will affect the frequency significantly and since the results will depend on the group of people studied, it is clear that these data can only be regarded as very rough values.

The desire to defaecate is initiated by reflex contractions induced by distention of the rectum and may be resisted or facilitated by voluntary control of the external sphincter. Food in the stomach also initiates rectal contractions which are thought to be gastrin mediated although the term gastro-colic reflex is often applied to the response (5). This explains why defaecation after feeds is the natural response in infants and may be a useful piece of information for parents.

The symptoms of anorexia, abdominal discomfort and distension associated with constipation can be reproduced by distending the rectum with inert material and this disproves the belief that they are induced by the absorption of toxic substances from the faeces (5). Constipation can be due to dietary or environmental causes and these include low food intake, low intake of fibre, ignoring the call of stool, lack of exercise, poor toilet facilities, unfavourable working and living conditions and travel (1).

Constipation is also associated with

various motility disturbances such as the irritable bowel syndrome, diverticular diseases of the colon and slow transit through the gastrointestinal tract (1). Infants fed on cow's milk tend to have harder and less frequent stools than those who are breast fed because of cow's milk higher casein and calcium content. Constipation can also be a symptom of various clinical conditions such as myxoedema, depression, porphyria and cystic fibrosis. Voluntary inhibition of defaecation in patients with haemorrhoids and anal fissures often leads to constipation.

Classification

Various terms such as cathartics, laxatives, aperients, evacuants and drastics have been given to these drugs. Although they are still used to classify the drugs according to potency, this system of classification is not very useful since the intensity of effect is often a function of dose. A more useful classification groups the drugs according to their mode of action although there is a need to point out that our knowledge of the mode of action of many of the laxative drugs is still incomplete. In this article, the drugs discussed will be broadly grouped into three types: the lubricants, bulking agents and irritants.

Irritants

The irritant laxatives include the sennosides, cascara, phenolphthalein, bisacodyl dehydrocholic acid and castor oil. They or their metabolites are all thought to act by irritating the colon. The active principles of senna, rhubarb, cascara and aloe are structurally related and are collectively referred to as the anthraquinone, anthracene or emodin laxatives (8). Danthron is a widely used synthetic derivative and overcomes one of the major difficulties associated with crude natural products, namely biological variability. Standardised senna preparations are however available and negate much of this possible advantage offered by synthetic analogues. Irritation of the colon is thought to be the result of stimulation of the nerve endings of the myenteric plexus.

At normal doses, these agents are reasonably safe and there is general

agreement that they are effective. Excretion of the drugs or their metabolites in urine may cause discoloration and may therefore worry some patients so that reassurance at the start of therapy may be helpful. A reversible benign pigmentation of the colonic mucosa (melanosis coli) can be a sequel to prolonged treatment with the anthraquinone derivatives (9). In some incontinent patients and in babies wearing napkins, danthron in a combination product with poloxamer 188 can cause an erythematous rash possibly leading to excoriation of the perianal skin (9A).

Bisacodyl is said to be a contact laxative since its action may be blocked by mucosally applied local anaesthetics. The agent may inhibit sodium and potassium adenosine triphosphatase, thereby limiting sodium and water reabsorption in the small intestine. Oral bisacodyl is usually formulated as enteric coated products and these should therefore be swallowed whole. Concomitant administration of antacids can disrupt the coats and should preferably be avoided. Faintness, rectal burning and night cramps are possible (10).

Phenolphthalein is perhaps the commonest laxative. Its mode of action seems to be as a non-competitive inhibitor of sodium and potassium adenosine triphosphatases with the resultant failure of salt and water retention. Manufacturers tend to stress that their products contain yellow phenolphthalein which is claimed to be more effective than white phenolphthalein although there is little evidence to substantiate this.

Castor oil is an effective laxative agent. However, patients generally find oils unpleasant and the use of castor oil is decreasing. Castor oil is like the sennosides, a prodrug in that *in vivo* hydrolysis leads to ricinoleic acid, the active ingredient (11). There is evidence to show that castor oil is absorbed and the extent of absorption is inversely related to dose (12).

Bulking agents

It has been shown (12, 13) that dietary fibres shorten gastrointestinal transit time and this is generally thought to be useful in constipation. It has to be stressed that the term dietary fibre is not the

Continued on p625

Happy families trust Senokot



Product Information

Each tablet contains standardised senna equivalent to 7.5mg total sennosides calculated as sennoside B. Each 5ml spoonful (2.73gm) of granules contains standardised senna equivalent to 15.0mg total sennosides calculated as sennoside B. Each 5ml spoonful of syrup contains standardised senna extract equivalent to 7.5mg total sennosides calculated as sennoside B.

Indications Simple constipation, constipation in old age, pregnancy and the puerperium; avoidance of straining.

Dosage Adults: 2 to 4 tablets, 1 to two 5ml spoonfuls of granules, or two to four 5ml spoonfuls of syrup. Children over 6 years: half the adult dosages. Children 2 to 6 years: ½ to 1 5ml spoonful of syrup. Senokot should be taken as a single dose, at bedtime by adults and in the morning by children.

Contra-indications Undiagnosed acute or persistent abdominal symptoms.

Warnings, etc. Diabetic patients should use the tablets, which have a low sugar content.

Product licences Tablets 63/5000. Granules 63/5002. Syrup 63/5003.

NHS prices (April 1979) Tablets £0.75 (200 tablets). Granules £0.55 (100g). Syrup £0.41 (100ml).

Retail price inc. VAT. Tablets (100 tablets) £0.80. Granules (100g) £0.89. Syrup (100ml) £0.69.

Further information is available on request.
Westminster Laboratories Limited,
Reckitt & Colman Pharmaceutical Division, Hull HU8 7DS.

They trust Senokot because it effectively relieves constipation without straining. You can trust Senokot too, for as many clinical papers have shown, it is predictable in its action and helps restore bowel movements to normal.

IN CONSTIPATION

Senokot®



standardised senna

A NATURAL CHOICE FOR EVERYONE



Advising on constipation

Continued from p623

same as crude fibre. The latter is a measure of the residues of plant materials following strong acid and base digestion while the term dietary fibre refers to all non-absorbable components (15).

Although the various bulking agents promoted for the prevention of constipation have varying water-holding capacities, this is probably not an adequate parameter for selecting a particular product. Patient compliance can be a serious problem with this group of laxatives because a positive effect may not be observed for days. Palatability is also variable although very acceptable products are now becoming more freely available as a result of growing interest in health foods. Plenty of water with each dose is essential both to optimise activity, because of the mode of action of these agents, and to minimise side effects such as flatulence and faecal impaction.

Some patients such as those wearing dentures may find it difficult to take ordinary granules. In such cases liquids or effervescent granules may be preferable (1) although in the latter case, the sodium content will have to be taken into account with patients on sodium restriction. The dose form presentation of the various agents will have a bearing on efficacy since disintegration of the tablets would be a necessary step for optimum water loading. If tablets are presented, patients should be advised to chew the preparation for as long as possible before swallowing.

Lubricants

It is thought that the surfactant laxatives act by increasing penetration of water into faecal material thus preventing it from drying. They also facilitate excretion by their lubricant effect. Recent evidence shows that sodium dioctyl sulphosuccinate may act by inducing colonic electrolyte secretions which may be mediated by mucosal cAMP (18). There is no general agreement about the usefulness of the surfactants, although some studies have shown them to be better than placebo (19). They may be more useful in preventing constipation than in curing it (20). The surfactants are accepted as being relatively safe laxatives. However, the many reports in the pharmaceutical literature on the effect of surfactants on drug absorption (21, 22A 22) must mean that the laxatives can theoretically interfere with concurrently administered drugs. There is

evidence that the drug is absorbed from the gastrointestinal tract (23). It is likely that some of the observed effects on absorption are ion-pair mediated and are therefore more likely with cationic drugs.

Liquid paraffin is thought to act as a lubricant laxative. It is non-irritant, not digested by endogenous gastrointestinal enzymes and is only minimally absorbed (10). Its solubilising potential for oil-soluble vitamins means that there is the potential danger that it may interfere with their absorption (24, 25). Therefore, it is sound to advise patients to administer mineral oil at bedtime when the stomach is empty. The accidental aspiration of liquid paraffin can cause liquid pneumonitis and it should therefore be avoided in young children, debilitated elderly patients and patients

with oesophageal and/or gastric retention (10). Seepage and anal irritation are commonly reported side effects of liquid paraffin. Although this is quoted as being due to excessive dosage (26) some clinicians believe that it may be due to underdosing. (6)

Teratogenic constipation

Certain drugs possess significant constipating effects and this should be borne in mind when advising patients. Codeine is probably the commonest. Calcium carbonate and aluminium hydroxide are also widely thought to be constipating agents although it has been pointed out (27) that the evidence, at least for calcium carbonate, is minimal, if non-existent. Anticholinergic drugs inhibit

Continued on p626

Classification of laxatives and some typical products

Bulks

Agar
Bran

Agarol*
Millers' bran
Fybranta

Cellulose derivatives

Celevac
Cellucon
Cologel

Glycerin
Isphagula husk

Isogel
Fybogel
Normacol*

Karaya (Sterculia)
Lactulose

Gatinar
Duphalac
Milk of Magnesia
Kest*
Metamucil

Magnesium salts

Psyllium/Plantango

Irritants

Bisacodyl

Dulcodos*
Dulcolax

Cascara
Castor oil
Danthron

Dorbanex*
Dulcolax
Kest*
Ex-lax
Bonomint
Brooklax
Feen-a-mint
Agarol*
Petrolagar with phenolphthalein*
California syrup of figs
Senokot
Laxoberal

Phenolphthalein

Senna

Sodium picosulphate

Lubricants

Liquid paraffin

Agarol*
Petrolagar*
Dorbanex*
Dioctyl medo
Dulcodos*
Normax*

Poloxamer 188

Sodium dioctyl

Sodium dioctyl sulphosuccinate

Multiple ingredient preparations

Veracholate

Nylax

Bile beans

Beechams pills

Alophen

*Contains more than one active ingredient

Advising on constipation

Continued from p625

peristaltic contractions and tone and can therefore induce constipation. Belladonna is the most commonly encountered since it is present in many OTC preparations. Constipation induced by antihypertensive agents such as methyl dopa has also been reported (28). Many of the laxatives depend to some extent on bacterial decomposition. Among these are lactulose, sodium picosulphate and the sennosides.

Therefore, it is possible that their activity may be diminished in patients receiving concomitant broad spectrum antibiotics. Patients on low-calorie protein diets also frequently complain of constipation (28A).

Chronic laxative ingestion, besides leading to possible electrolyte imbalance, may also induce water soluble vitamin deficiency. The abuse of the paraffin oils may in addition deplete the body of the oil-soluble vitamins. Bran contains phytic acid which may interfere with calcium absorption. For this reason, certain manufacturers include calcium phosphate in their formulations. Phenolphthalein and the sennosides are known to colorise urine and they may therefore interfere with diagnostic tests which are pH de-

pendent. Such interference with the Acetest and Ketostix urine tests has been reported with phenolphthalein (29).

Some of the adverse effects of laxatives could be the result of cumulative damage induced by different laxatives. It is thus thought possible that patients may be predisposed to intestinal obstruction while consuming excessive amounts of bran if the nervous supply to the colon has already been damaged by long term abuse of the anthraquinone laxatives. Concurrent administration of constipating drugs can also predispose to intestinal obstruction associated with the bulk laxatives (29A).

Proprietary preparations

Most manufacturers adopt a high standard of labelling and give adequate cautionary wordings for the patients' benefit. Some of the names can however be misleading and some strength declarations inadequate for evaluation. Thus preparations containing sennosides and phenolphthalein are linked with figs and raspberries, a practice which can give an impression that the products are safer than they actually are. Certain chocolate laxatives also fail to give the strength per unit dose. Some preparations contain a multitude of ingredients which have neither been proved to be effective nor safe while other laxatives are claimed to be particularly useful for certain specific groups of people. Thus descriptions such as "the feminine laxative" are used.

Some powders promoted as "cooling powders" contain laxatives and this reinforces the need for detailed medication histories for patients suffering from idiopathic diarrhoea. In one report, vomiting and colic in two infants were traced to the use of teething powders containing phenolphthalein (30). All these are aspects which the licensing authorities will probably be investigating in closer detail in future. Multiple ingredient preparations are difficult to justify and their use should be discouraged.

Excretion in breast milk

This has been attracting much attention lately (31, 32, 33) because of the possible effects on the nursing. Whether the excretion of the anthraquinones in breast milk is clinically significant is debatable because of contradictory evidence (34, 35). One possible reason for these is that the kinetics of excretion of drugs in milk is still a poorly investigated area because of the many practical difficulties. With the available evidence it is probably wise to guard nursing mothers against the use of laxatives known to be excreted in milk.

Abuse

If laxative abuse is to be minimised then it is important to understand how

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more people
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they arise in the first place. There seem to be two clear syndromes. The first involve patients who genuinely suffer from chronic constipation and who start treatment with laxatives which damages the myenteric plexus of the colon so that progressively larger doses are required. For such patients, increased fibre in the diet, perhaps coupled with a bulk laxative may be the best treatment. The second group of laxative abusers consists of people who are misinformed about laxatives and who use them as a means of weight reduction or in the mistaken belief that a daily bowel action is essential. These patients often deny taking laxatives and have led to many interesting case studies for psychiatrists and physicians alike.

While it has been said that the taking of regular evacuants seldom does any harm (36), reports of adverse reactions which are serious enough to cause concern have appeared in the literature (37). Severe hypokalaemia and osteomalacia are examples (38, 39). Deaths following sensitivity reactions to phenolphthalein have been reported (40). Less serious complications include reversible finger clubbing (41), abdominal discomfort and flatulence (42). Given the potential complications it is therefore important that laxatives are only administered in res-

ponse to some clear indication. Blood and mucus in constipation of recent origin can indicate colonic or rectal carcinoma or diverticulitis and patients presenting with such symptoms should therefore be referred to their medical practitioner. Sudden changes in bowel habits and constipation alternating with diarrhoea need to be investigated, and laxatives should be avoided when nausea, pain or vomiting are present. *A list of the references numbered in the text is available from the author.*



Bulk-forming laxatives are regaining popularity in the 'ethicals' sector (below) while Ex-lax and Beechams pills still dominate in OTC brands (see p628)



SUR-LAX Raspberry flavoured laxatives



Quality product
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Thos. Guest & Co. Ltd Manchester M4 7HX



Good business predicted for some years to come

Laxatives seem likely to remain big business for some years in spite of the growing awareness that if you eat the right foods you are unlikely to suffer from constipation.

The British public continues to be interested in bowel regularity and will readily resort to self-medication if something appears to be amiss.

The proprietary, advertised market for laxatives was estimated at around £4½ million of sales for pharmacists last year—a 20 per cent growth in value on 1977. That figure may not seem high compared with the £11.5m worth of stock purchases reported over the same period by independent chemists for prescription OTC laxatives, but it probably accounts for 80 per cent or more of the general sale of such remedies in a pharmacy-dominated market.

The type classified as irritants dominate both sectors of the market, with about half of both the prescription business and the advertised brands, but the "softener" approach is gaining in popularity. On prescription, brands such as Agarol, especially when allied with the bulking therapy of Fybogel, Normacol and Isogel, are making headway against Dorbanex and Senokot. Over the counter, Correc-tol recently entered the market against the dominant shares of Beechams pills and Ex-lax among the irritant section, with far to go yet against these and the saline classification.

Beechams pills are being supported with £50,000 annually in constant adver-

tising in leading national and regional newspapers—over 120 years since their first recorded advertisement claimed they were "worth a guinea a box."

In September, Ex-lax launched the new pill form designed to appeal to the more serious-minded older sufferer. Sales of Ex-lax pills in America and Canada are rapidly nearing the sales of Ex-lax chocolate, so the pills have been introduced with the "biggest advertising and promotional campaign for any laxative" aimed at achieving a 10 per cent market share in the first year. Advertising for Ex-lax pills is concentrated in most of the national daily and Sunday papers, whereas Ex-lax chocolate continues to be advertised in women's interest magazines.

Thos Guest & Co Ltd support Sur-lax with continuous advertising in women's magazines and *Reader's Digest*.

British Chemotheutic are increasing their budget for Nylax to over £60,000 using the Sunday and women's Press, *Reader's Digest* and slimming magazines.

Substantial promotional support will continue into the 1980s for the Normacol range through medical journals and, through Norgine's recently established sales force, to GPs and hospital doctors.

Duphalac promotion will continue to be directed towards the prescription market where, because it has a "less immediate and aggressive" action than many of its competitors, it is usually reserved for difficult cases of constipation and constipation associated with other problems.

Anti-diarrhoeals—a year round market

The anti-diarrhoeal market through independent chemists was valued at £411,000 in 1978 as far as proprietary OTC remedies were concerned, probably adding up to an all-pharmacies turnover of almost £1 million.

Relatively few brands are involved, the outright leader with some 60 per cent of the business being Diocalm. Over the counter sales of unbranded kaolin and morphine mixtures are estimated to be worth about £200,000.

Although clioquinol's unfavourable publicity cast a large shadow over the market two years ago and caused considerable loss of public confidence, growth has since been resumed particularly as a result of the increased popularity of foreign holidays.

Consumer research has shown there is quite a high incidence of diarrhoea out-

side summer, usually attributed to poor domestic hygiene and food preparation, factors which sufferers are unwilling to admit. Thus the leading brand's audited volume sales show, during 1978, that 45 per cent of sales were made in the four months May to August, with July and August accounting for a little over half of the peak seasonal business. November with December showed the largest sales in the remaining months.

For this reason, Beecham support Diocalm with national newspaper advertising in both summer and winter. Their latest winter campaign, running from October to January, continues the "tummy bug" theme of the recent summer and winter travel campaign which also used travel media such as holiday wallets.

Advertising for Carnil is in women's magazines and *News of the World*.

FPC society backs new contract

The Society of Family Practitioner Committees has voted in favour of a new contract for pharmacy and—for the fifth year in succession—has carried a resolution seeking rational distribution of pharmacies.

The society now regards rational distribution as a "matter of urgency" for which "all steps necessary should be taken". The resolution, put forward by Doncaster FPC, was passed at the society's annual meeting last week in Folkestone.

Also carried was a motion from Sefton FPC urging that "all possible pressure" be applied to secure a new contract for pharmacy and safeguard the future of the pharmaceutical service.

However, a resolution calling for an award to pharmacists "comparable to the recent agreement with doctors and dentists" was defeated. Dr A. Rankin, Cumbria FPC, protested that the motion was a question of remuneration and therefore outside the scope of the conference. Mr R. G. Worby, member of the Pharmaceutical Services Negotiating Committee and attending the conference on behalf of Barking and Havering FPC, said that the motion was misconceived because pharmacists were not comparable with doctors and dentists within the general terms of their recent pay award. The motion as proposed would not be helpful to the PSNC. Mr Worby added, apologising to the proposers and sympathising with their frustration over pharmacists' remuneration.

Better payments

Two FPCs proposed resolutions seeking better payments for rota duties. Both urged the Secretary for Social Services to amend Part IX of the Drug Tariff so that pharmacists would be paid for rota services provided after 5.30 pm instead of after 6 pm as at present. The resolutions were carried.

Ealing, Hammersmith and Hounslow FPC proposed a motion asking the Secretary of State to urge doctors to prescribe whenever possible in terms of original packs. The FPC also wanted the pharmaceutical industry to help doctors by standardising original pack sizes and the length of treatment they provided. The motion was carried after an entertaining account by Mr Lewis Priest of the problems pharmacists had when required to chop sections off "day-marked bubble packs."

Other resolutions carried included:

- ☐ That retail pharmacists should receive copies of the *Prescriber's Journal*.
- ☐ That the Secretary of State be asked to indicate his intentions on the long-

term problems of maldistribution of doctors.

□ That FPCs should be empowered to acquire suitable surgery premises and to lease them to doctors at an agreed rent. FPCs should also be allowed to buy and lease back premises already used for medical practice, to facilitate continuity.

□ That GPs should be allowed to prescribe replacement surgical appliances, in order to reduce hospital waiting lists and improve the service to patients.

□ That the Secretary of State should review the system for providing hearing aids in view of the delays in prescribing and supplying such items.

□ That the Secretary of State should make additional funds available for paying opticians for domiciliary visits.

□ That the Department of Health should provide separate funds for the development of primary care.

A motion requesting amendments in the Drug Tariff to allow incontinence aids and suitable plastic self-retaining catheters to be ordered on form FP10 was rejected, largely on the grounds of cost.

Don't abolish FPCs

The conference carried unanimously an emergency motion urging the Secretary for Social Services to reject the recommendation of the Royal Commission on the NHS that FPCs should be abolished.

Earlier the society's president, Dr Lionel Kopelowitz, JP, said FPCs were the success story of the NHS. By administering personal contracts for personal service they gave a personal approach to an otherwise impersonal role. The Royal Commission had recommended that the functions of FPCs be transferred to the area health authorities, but accessibility to FPCs—both for the public and the professions—was greater than in any other part of the NHS.

There had been no industrial action in the family practitioner services since re-organisation in 1974, Dr Kopelowitz continued, which could not be said for the hospital services. Administration costs represented only 1.5 per cent of payments to practitioners—an "outstanding" economy. No other part of the NHS could match those figures. Since 1974 there had been a 25 per cent increase in administrative staff within the NHS, but staff of FPCs was only marginally above that of the former Executive Councils despite the fact that FPCs carried out additional duties.

Another good reason for retaining FPCs was that contractors were represented on them and had confidence in them, he added. Practitioners regarded the administrators as confidants, a trust which could not be given if AHAs carried out the administration.

The president had been encouraged when Mr Patrick Jenkin told the BP Conference in Exeter that he foresaw serious difficulty in implementing the recommendation that AHAs should take over FPCs and that he would "need to look at this problem with extreme care".

The president hoped that the new Government would strengthen FPCs by making them the employing bodies for contractors as were the Executive Councils prior to 1974. He quoted Dr G. Vaughan, the Health Minister, as saying at the Conservative Party conference last week that health service administration would be streamlined, which would "almost certainly" mean the abolition of AHAs.

Be strong and of good courage," the president said. "Our structure will need no change in single district areas or even in many multi-district areas." The Society of FPCs would be willing to give advice to Ministers on this subject if necessary.

"Let us build up the existing successful basis of administration upon a contractor status with its inbuilt freedom of choice which is the finest and surest guarantee of high standards of professional care," he concluded. "We must preserve this and the confidence of members of the public for whom those services are provided".

Boots credit expansion



Following what they describe as a successful market test, Boots are extending the promotion of their new credit scheme to 130 of their outlets.

As reported earlier (*C&D* August 18, p241) the scheme, launched in conjunction with the National Westminster Bank, is aimed to appeal to a wide cross-section of shoppers particularly for higher value purchases in time for Christmas. The Boots card can now be used in all branches of Boots and Timothy Whites.

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How Parliament gets the message

Public relations strategy to follow the report of the Franks independent panel of inquiry into chemists' remuneration was outlined to Cambridgeshire LPC contractors on Sunday.

Mr M. C. Fallon, Parliamentary consultant to the Pharmaceutical Services Negotiating Committee, said that the postponement from July to October of the panel's report should prove an advantage because it might otherwise have been difficult to generate interest among MPs immediately before the Parliamentary recess. Parliament resumes on October 22 with MPs "fresh", and shortly after that the report should be made public.

In advance of the report MPs who had showed interest in pharmacy's problems would be provided with a background briefing reminding them of the PSNC case and of contractors' grievances. After publication they would receive PSNC's reaction to the report and be asked to support the case in Parliament.

Contractors' role

The next move, said Mr Fallon, would be to promote an early day motion signed by prominent backbenchers from both sides of the House. The motion, it was hoped, would urge the Government to implement the panel's recommendations as quickly as possible (this of course is on the basis that the recommendations will prove to be favourable to contractors). Only at that stage will contractors be invited to play their part by encouraging their local MPs to sign the motion.

If the number of signatories reaches three figures from all parties, there is no way that any government can ignore the force of the motion, said Mr Fallon. He added that even if the Government "hedged" on finding the money, a substantial body of opinion in the House that pharmacists have had a raw deal would make it more difficult for the Secretary of State not to put the recommendations into effect.

In another direction, PSNC's consultants were trying to secure a debate in the House of Lords. That chamber was particularly suitable for articulating an all-party case with a view to influencing the government. In addition MPs would be encouraged to table questions to ministers, and there would be briefings for people such as the chairmen of backbench committees on both sides.

Mr Fallon said contractors had asked why MPs were not "worked up" about pharmacy. The first problem, he replied, was that the contract was incredibly complicated for them to understand (and for contractors!). Secondly, the dispute had gone on for a

long time—the original claim dated from 1976—and it was difficult to sustain "a sense of frustration" over all that time. The third difficulty arose because contractors had a genuine grievance and all-party support—there was no "automatic" support from one side of the House as happened with issues such as trade unions or law and order. Finally, there was a particular problem in that the pharmacist was dependent upon the DHSS for remuneration, yet there was no bridge between the PSNC and the Department. Three-and-a-half years of negotiations was "an appallingly long time" and Mr Fallon suspected that no other organised group would have put up with the situation for so long. Also, the settlement should be outside any expenditure cuts etc, since it was based

A guide to the "balance sheet system, illustrated by 1979 estimates was provided to the conference by Mr M. Brining, PSNC's accountant

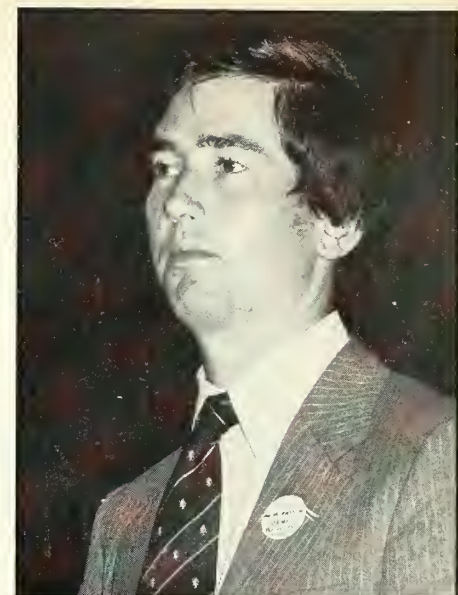
Amount due	£000's	Amount paid	£000's
Labour (notes 1 and 2)		Professional fees (24.36p)	80.632
331m x 38.07p	126.017	Essential small pharmacies	250
Allowances: (note 3)	454	Oxygen delivery	1,250
Uncollected charges		Pre-registration grants	572
Urgent out-of-hours call fees			
Urgent out-of-hours oxygen			
Sub-total	126,471	Sub-total (24.99p)	82,704
Overheads (note 4)		On-cost (22.15p)	73,310
331m x 12.41p	41,074	Rota fees	2,044
Allowance for motoring	300		
Drug security cabinets	117	Total paid	158,058
(note 5)	1,000	Add underpayment in 1979 (note 6)	10,904
Total due	168,962	Total due	168,962

Statement of accounts to December 31, 1979

(Figures supplied by DHSS)	£000's
Accrued overpayment at 31.12.1978	(12938)
underpayment during 1979	(10905)
Accrued overpayment at 31.12.1979	(2033)

Notes

1. Dispensing cost survey by activity sampling in 216 pharmacies selected from six size groups to determine proportion of staff time spent on NHS dispensing. Application of individual dispensing ratios to wage/salary data (notional salary for proprietors) to obtain NHS labour cost for each staff member. Individual labour costs summarised to yield total NHS labour cost for each pharmacy and divided by number of prescriptions dispensed on survey days to obtain group labour cost per prescription. Statistical weighting applied to yield average labour cost per prescription. Updating by application of Boots' pay indices.



Mr Michael Fallon

on natural justice—"We are claiming something that is ours, not bidding for special treatment".

Mr Fallon said it was essential to

Concluded on p632

2. Covered by specific agreements with the Department.

3. Profit (6.75p) divided in ratio of labour and overhead costs respectively to total costs and added to each cost element:—

	Labour p per Rx	Overheads p per Rx	Total p per Rx
Cost	32.82	10.70	43.52
Profit	5.25	1.71	6.96
Total due	38.07	12.41	50.48

4. Analysis of accounts and financial records of 216 sample pharmacies and allocation of costs to NHS dispensing and retail per various formulae, for example area basis, etc. Total NHS costs divided by number of prescriptions dispensed in accounting period to yield overhead cost per prescription. Updated by application of indices.

5. A figure which "mops up" items such pricing arrears, etc.

6. Included to bring the two sides "into balance."

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NORSCA FOAM BATH	12 x Std	£3.99	64p	49p	21.9%
NORSCA ANTI-PERSPIRANT DEODORANT	12 x lge.	£4.76	82p	59p	22.6%
ULTRA BRITE TOOTHPASTE (price marked 29p)	12 x lge.	£2.17		29p	28.2%
ULTRA BRITE TOOTHPASTE (price marked 12p)	12 x Std	0.91		12p	27.3%
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Cash moves towards a new contract

How might any "underpayment" to contractors in 1979 be used to introduce "new contract" elements into remuneration? That question was answered in a hypothetical way by Mr David Coleman, deputy chairman of the Pharmaceutical Services Negotiating Committee, in addressing the Cambridge LPC meeting on Sunday.

The balance sheet had shown an £18m "overpayment" (or "underfunding") earlier in the year but over the past few months that sum had been reduced (thanks largely to Mr Brining's efforts) with the result that at this time the

balance sheet was approximately in balance. "We are quite confident that a number of other matters will result in increases to the balance sheet over the next few months—quite apart from the results of the panel's inquiries." In addition, the notional salary award was back-dated to January 1979, and the formula by which it was arrived at was agreed—this formula should produce a notional salary of around £10,000 by the early spring, bringing the balance sheet in an "underpayment" situation. "The time will have come to examine how best to adjust remuneration."

My daughter's ears were pierced at a chemist



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PSNC policy, Mr Coleman went on, was for individualisation of the contract and for the payment of basic practice allowance. Then, bringing in a hypothetical "underpayment" of £25m, he suggested ways in which the money could be used. "It could be paid out by an increase in fee of 7½p, or it could be paid out by an increase to 14 per cent on-cost—or of course, one could do away with on-cost and concentrate everything on fee, or vice versa.

"But do these move towards a long term objective—that is to relate returns to costs, to introduce a basic practice allowance, to introduce a second pharmacist allowance, and to achieve equity as between contractors? I would suggest that they do not. I would have thought that as new money became available, it should be concentrated on these new aspects of a new-type contract.

Mr Coleman suggested, therefore, that a sum of £25m might be distributed first by the introduction of a basic practice allowance at the rate of £1,500 per annum; second by an increase in fees of 2½p, and third by an additional pharmacist allowance payable to pharmacies dispensing over, say, 30,000 prescriptions per annum and who employ a second pharmacist (this assumes a graded payment between 30,000 and 60,000 prescriptions). There may have to be some adjustment in the on-cost scales for the

Parliamentary action

Concluded from p630

provide a link between chemists and the department because groups which had such a link had done well—as shown by review bodies dealing with doctors, dentists, and the armed forces. It was difficult for the Department to claim that review body figures were wrong and there was a hint in Frank's interim report that the panel might be recommending machinery of that sort.

Pharmacy was in danger of becoming a forgotten profession, said Mr Fallon, because it was one of the few whose members depended upon the public, hadn't a review body and hadn't received a fair deal from its sponsoring department.

Mr Fallon concluded: "If we can get pharmacy properly established in the public mind as a profession that has not had the degree of attention and concern it deserves over the past four or five years then we can make it much more difficult for any Secretary of State to resist implementation of Franks panel findings that are favourable to us".

Asked about the effect of petitions and marches, Mr Fallon said that no-one in the Commons had forgotten either the petition or the debate that followed it. Marches were different. "You can only march once and there may come a time for this tactic, or for more radical measures, but first we must see the panel's report and the Government's reaction to it. There are lots of shots in the locker, but you can't use any one of them too often or you destroy the effect".

larger contractors when no second pharmacist was employed.

A more drastic re-arrangement could involve a basic practice allowance of £3,000 per annum, this being achieved by retaining the existing fee and slightly reducing on-cost percentage. Mr Coleman reminded the audience that basic practice allowance would help to provide an income not totally dependent on a number of prescriptions. "It seems to be wrong that our income is totally dependent on the whims of a doctor."

Discounting myths

There may well be a case for *reducing* the discount scale—even in the face of current high discounting practice among wholesalers—Mr Coleman told the conference. The whole subject was an area of myth and confusion but should be seen in its proper perspective.

If an "average" pharmacist decided to cut out direct buying and concentrate on one main wholesaler, he might spend £4,000 with the wholesaler, and on that he would get a settlement discount of £300 (10 per cent on everything over £1,000). He would probably be using two other wholesalers and spending £2,000 without discounts, and perhaps £500 from direct buying of items such as colostomy appliances etc—again no discounts. Thus his discount received was £300 on purchases of £6,500—that is 4.6 per cent.

"Maybe he still thinks he gets 10 per cent, but the 4.6 per cent he actually gets is at least partly already recovered

by the Department in the normal discounting scale. And for this he is settling more promptly. Should he decide to further concentrate on one wholesaler, the chances are that his second-string wholesaler will move to cut him out altogether, leading to out-of-stock situations, which he cannot afford if he wants to maintain a service to the public, and retain his prescriptions!"

Mr Coleman went on: "When you take into account the fact that the so-called discount war does not extend to the self-distributing multiples, who probably account for nearly half the prescriptions dispensed, you can see that far from there being a case for a reduction in profit per prescription, there may very well instead be a case for reducing the discount scale, since the amount of discount parcels available has been reduced.

"Moreover, it is clear that where areas are less attractive to wholesalers, discounting is very much less in evidence—in fact, the trend towards higher drop sizes gives those of us in remote rural areas considerable cause for concern.

"Discussion of discounting would, I believe, have led the panel into a quagmire. I accept that the DHSS may well want an inquiry into costs—and the case must be put clearly to the DHSS on the lines already outlined. I would hope that the panel, whilst not getting involved in the mechanics of discounting, will nevertheless feel itself able to comment on the principle of pharmacists benefitting from their increased productivity."



Mr David Coleman

Summing up the negotiating position, Mr Coleman said: "Pharmacists are individualists, yet we have to work together if we are to succeed. Of course the PSNC does not have a monopoly of ideas, but once elected, it is essential that the message given to it is to get on with the job.

"Push us well, prod us—but don't stab us in the back! Give to the PSNC, and in particular Alan Smith, its chief executive, and David Sharpe, its chairman, your backing. Together we can achieve a better contract. Don't let's be diverted and divided—and thus fail."

Out-of-hours proposal, p635



Maurice M. Levy, Stanmore



Bannermans, Glasgow

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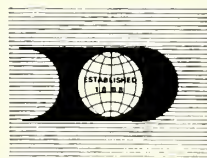
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Time for a new look at out-of-hours?

Details of an out-of-hours dispensing service for urgent medicines, based on the Swedish system, were put forward for discussion by Mr Coleman at the Cambridgeshire meeting.

Successive LPC conferences had rightly turned down an "on call" system, because they were not prepared to increase the burden on the individual pharmacist. Yet there was a real public need, said Mr Coleman. "It is too easy to say that a doctor can give samples from his bag—if we believe that pharmacists should be responsible for the handling of all drugs, we cannot advance that sort of argument".

In the scheme the speaker proposed, being for urgent medicines only, it would not be felt unreasonable that some travelling should be involved for the patient. Each LPC would therefore decide where a 24-hour pharmacy was needed—perhaps to involve no more than a 40-mile round trip. Alternatively, there could be population criteria—say one for 250,000.

The LPC would then endeavour to find a pharmacy prepared to undertake the service. It would involve having the pharmacist on the premises throughout

the night, and at the weekend—presumably a rest room/staff could be provided. The pharmacy would be so equipped that the patient would come to an outside telephone at the pharmacy through which he could speak to the pharmacist—and where there would be a "night safe" type of arrangement for reception of the prescription and for delivery of the medicine—there would be no need for face-to-face contact so security should not present a problem.

If other forms of security were available, said Mr Coleman, a larger area of the pharmacy could be open, but it would obviously be up to the pharmacist concerned. The speaker stressed that the pharmacist who had been on duty all night would not also be on duty at any other time. The pharmacies chosen would normally be the larger ones, where a fully comprehensive stock was kept.

Turning to payment, Mr Coleman said that at present £2 million was spent on rota service, and £¼m was allowed for urgent payments. While the present urgent system should be retained—a service provided by the local pharmacy—the need for it would be reduced. Then, at a ratio of one pharmacy to

250,000 people (with perhaps slightly more in rural areas), 250 pharmacies could cover the country (one in every 40). If they were paid a basic emergency allowance of £20,000 per year per pharmacy, the bill would still only be £5 million.

Mr Coleman said he had outlined only the bare bones of a scheme—and it was not PSNC policy—but if the Government were to quibble at a bill of under £5m then any blame and censure for not providing a service could no longer be levelled at the profession. "We at least would have demonstrated the seriousness of our concern to act responsibly as the safe keepers of the nations medicines.

"I urge you seriously to consider it as a possibility, and if you feel there is merit in it, discuss it, and ask PSNC at the next conference to investigate the matter more fully."

Mr P. Coulson, Cambridge, expressed reservations since his information from doctors was that real emergencies were dealt with on the spot by an injection, for example, and the "urgent" prescription did not in fact exist. Mr Coleman replied that a parent of a young child with earache might think differently—it might not be a matter of life and death, but they would be prepared to drive some distance in order to start treatment at the earliest opportunity.

At the outset, the meeting had observed a minute's silence in memory of Mr H. B. Coulson, Cambridgeshire LPC chairman until his death last month.

LETTERS

Unit pricing

I would like to bring to the attention of all retail pharmacists the great service which Bencard are providing by the extremely sensible attitude they have taken in unit pricing all products in their latest price list.

This pricing policy has formerly been available on certain products only, especially tablets and capsules, but now liquids are included (Vitavel and Juvel).

I have in the past 12 months spent quite a considerable time contacting the PSNC, NPA, NAPD and ABPI along with most manufacturers including ICI, Geigy, M&B, MSD, Lederle, Wyeth, Roche and Hoescht only to be told that it is not possible to unit price their products. Now that Bencards have been able to satisfy the voluntary pricing scheme officials in unit pricing, all manufacturers (and I mean *all*) of "ethical" pharmaceuticals should unit price their products. The principle of unit pricing has now been established and accepted by the Department of Health.

The unit pricing of all medicinal products would greatly assist all concerned in manufacturing, wholesaling, and retail pharmacy by establishing a standard price for each product (that is a new basic price) irrespective of the pack size used. Consequently each pharmacy

would be able to calculate daily indivisible cash flow and at the same time reduce the level of stock held in the dispensary.

There are many more factors which can be enforced by such a pricing schedule notably the strengthening of RPM. All forms of discount (most noticeably by manufacturers) could end, and perhaps sanity would return to the market place.

I therefore thank Bencard, and to the manufacturers of Brufen 400, Aprinox, Daonil and Econostatin cream, offer the retail chemist's appreciation.

A. S. Poole
Birkenhead.

Public relations

After reading your report (September 29, p463) of the findings of the public relations consultants called in by the NPU in 1973 I am only too depressingly aware that this confirms the impressions which I have gained whilst travelling the country as a locum.

Many of the private pharmacies visited could only be described as dark, dismal, dirty and dilapidated, with stock (much of it in doubtful condition) distributed around the sales area in an apparently random manner.

The staff, when asked for advice would suggest the first product which came into their head, and would then support their recommendations by telling the customer what they thought she would like to hear.

It is clear that many pharmacists have not yet realised that modern retailing is now no less a science than professional pharmacy, and cannot be practised on a part-time basis. It requires a full-time supervisor, a manager (ess) who can give the job full and undivided attention.

If this report had been published earlier, who knows how many of the pharmacies which have closed since 1974 might have been saved?

Mancunian

News in brief

□ The Pharmaceutical Society of Ireland's 1979 Calendar has been published. Corrected to December 31, 1978, it contains the registers of members. The Calendar is available from the Registrar, PSI, 37 Northumberland Road, Dublin 4.

□ Mitaka Translation Co have formed a Japanese language service for the chemical industry designed to improve accuracy in translating technical and specialist material. Details from the company at 3 Tavistock Street, Leamington Spa, Warwickshire CV32 5PJ.

□ At the 1979 council meeting of the International Federation of Societies of Cosmetic Chemists the following officers and praesidium members were elected for 1979-80: President, Dr N. Avalke (Switzerland), immediate past-president, Mr P. H. Strasser (Australia), vice president, Dr A. Cocchini (Italy), treasurer, Dr W. Pilz (Germany), secretary, Mr R. Clark (Great Britain).

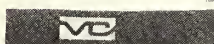
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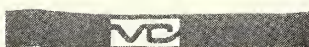
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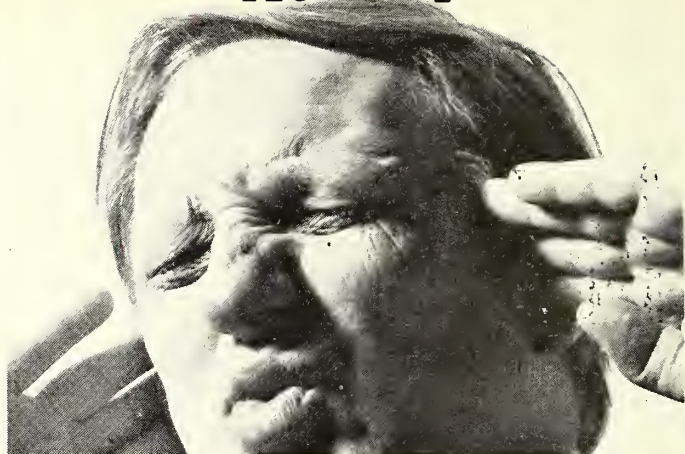
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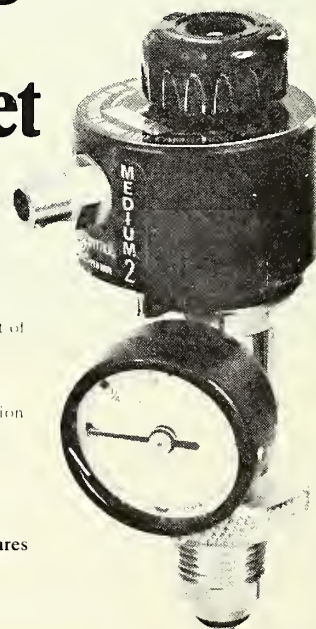
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A Coople O' Dook

C&D is pleased to re-introduce the Country Counter column after a lengthy absence. Our new correspondent, from a rural area, provides something of his background and then goes on to comment on some topical issues.

Gracie Fields may have had a quick end to a happy life in her 80's but we who remember her with love and laughter can only be sad at the parting.

Gracie's song "A Coople o' Dook" was easily my favourite. The verse and tune cannot be reproduced for you here but the narrative was of a Rochdale lad who made good. He started in his teens with a brace of ducks, presumably one of each sex. By application to the job, industry and frugality he achieved a sizeable flock by middle age when something adverse happened. Nothing daunted he continued his exercise in industry and frugality. By the time he retired in his sixties, guess how much he had? Why, "Now all 'e 's got is a coople o' dook!"

Your correspondent's history follows a similar course. Our Rochdale lad finished before inflation. I started at the beginning of the inflationary era, now we are all in it to the neck. At least a coople o' dook are now a couple of ostriches.

Reared as I was in a Midlands country suburb, my ambition to work in London was gratified before the war. Disillusionment with the Great War followed quickly after demobilisation and I sought advice. I was told by one authority: "As you have no capital, borrow a register from the Society's library, purchase a map of the area in which you hope to practise and a packet of pins if your wife has none. Place a pin in every village or small town where you find a pharmacy, then look for those areas where you see no pins."

He continued when he found that his advice was so simple that I did not have to note it in writing. "The parts of the map with no pins may include large villages of 2,000 inhabitants or more. Find premises to rent comprising a shop and dwelling in the village of your choice. Scrape together all you can in the way of loans and wholesalers credits."

Emphatic advice

At this point my adviser became emphatic. There was a five-foot span between his forefinger and my sternum but I felt the impact of the column of air created by his digital emphasis. "Whatever you do, you must not overbuy or you will go bankrupt." Ten years later, flushed with premature success, I nearly did both things.

To return to the 1950's, the village was found and the premises secured. There was no resident medical practice in the village at this time but three visiting doctors were glad to delegate the potting of Ung Iodi denigriscens and

rough dilution of concentrated NF mixtures to one more trained in the art.

Scientifically and socially this era has been a benevolent revolution. In terms of our contract to provide pharmaceutical services the three decades have meant more output at less profit for the pharmacist's contractually defined skills. For the dispensing doctor in a designated rural area the converse applies. In his case it is more profit for less work for his contractually defined skills.

The bright, but untrained, village girl distributes tablets and retails liquid medicines to all under remotely controlled supervision from the doctors consulting room. The NHS contract invites doctors to dispense as many medicines as possible in the country. The same type of contract invites pharmacists to leapfrog nearer health centres in the town. Should we not all change the contract. While we are thinking, the therapeutic and computer revolutions proceed apace. They will not wait. In town or country, doctors and pharmacists must seek a contract where salary is based on service given to an agreed number of patients. The emphasis can no longer be on head-hunting for the doctors or script-hunting for pharmacists. This mentality is the antithesis of our respective ethical codes. While Clothier has provided the detente, let the medical and pharmaceutical organisations devise a system by which doctor and pharmacist can give the best to their mutual patients by sharing responsibility, rewarded by a government that will pay for services rendered rather than goods sold.

How professional can you afford to be

So Tim Astill has stuck his neck out. Good for him! Did I once hear an Eastern proverb which said "Man who sticks his neck out with conviction gets garland on it not chopper."

When I acquired my first pharmacy a loan of £250 repayable at 6 per cent was available to me for a period of three years. The other road to salvation was the then Allenbury's opening order of £178 net. One sixth was paid at the end of a month, the remainder over five more months concurrently with the bills for further goods. A weighing machine, dispensing balance and counter scales headed the list of expensive items. Four ounces of tincture of belladonna BP was nearer the bottom of the same inventory. True to the tradition of Plough Court and

Vere Street, a quire of white demy, three pieces of sealing wax and a ball of pink string were there.

Tim Astill was probably in his early school days then and has since come a commendably long way. Perhaps he will forgive me for having adopted the professional title of "Pharmacist" at the time. I had no choice, lacking as I did the capital to stock a chemists' shop. Since then the title of "chemist" has shown its attractions more for me when prefaced by suitable adjectives such as photographic, or agricultural.

As the local new town grew we village retailers, including the retail pharmacist (yes, Tim Astill I'm with you 100 per cent on that title), wondered what we could do about the busloads of villagers going to the new town High Street on Thursdays and Saturdays. We attempted co-operative buying, joint publicity and formation of a small local branch of the Chamber of Trade. There was one dissident; the ironmonger nicknamed "Bus-fare Basil". Basil told his customers frankly if not brazenly that the return fare to town was 8d and that was the average sum he stuck on for expertise.

Basil's smile was cheerful as only a man earning good profits can be. He retired in his late forties only to start again in his early fifties to relieve the boredom of that idle state. People nagged him for his cupidity but never failed to return for their number 12 half-inch countersunk screws or something to dry the new paint on the lavatory seat before Aunt Ethel came to stay.

This parable demonstrates the truth that a highly capitalised High Street enterprise with concomitant overheads does not permit a pharmacist to serve his clients. He is too busy on the NHS treadmill or ascertaining how he can make an extra 0.25 per cent profit on a million turnover pinched from his neighbours.

No tears

Do you shed more than a crocodile tear for your rural colleagues who have never been able to afford the stock for a Sainsburys "chemists" promotion. They have never lost for want of it. Neither need many of us in the villages fret if we are berated by the efficiency boys if our sales per square foot are below average. We have no rent if we live in the same building, and rates are moderate.

Limited capital spent on profitable stock can still be turned over 10 times a year and Mrs Grundy's visiting urban cousin Jessie does not begrudge the Society's correct fee and charges if you can raise the wind from her hiatus hernia with a well-dispensed bottle which neither my harrassed confrère in a pharmaceutical High Street emporium or a Sainsburys' counter hand have respectively time or knowledge to do.

Thanks for sticking your neck out Tim. Your job is well done in St Albans and if you ever call, there will be a noggin of local ale ready and some apples to take home from the garden of my general practice establishment—Sorry, I meant my chemists' shop.

COMPANY NEWS

Macarthy's win 'Observer' award

Macarthy Pharmaceuticals have won the *Observer* Report of the Month Award. Praised for its good use of graphics and visuals, the report gives detailed financial information on each of the company's five divisions involved in manufacturing and wholesaling interests covering pharmaceutical, surgical and veterinary products and 84 Savory and Moore pharmacies.

Mr Albert Slow, managing director, told *C&D* he was delighted with the award, the second the company has won (in 1972 the accounts department had won an award).

Mr Slow explained that the company entered the competition because "we like to measure our own efforts against others. There is a difficulty in being subjective when we are doing it ourselves." The report was so detailed said Mr Slow

because the company subscribed to the increasing body of opinion looking for greater disclosure in company finances and also because it was "not only for shareholders but for the staff and their interest in their own sector of the business."

The Observer commended in particular the final paragraph of the Group Review. "We close," writes Mr Slow, "with a word of thanks for our investors' continued support. We will do our best to help you retain your investment in Macarthy's."

Briefly

The Secretary for Trade Mr John Nott has decided not to refer the **Beecham-Jovan** merger to the Monopolies and Mergers Commission.

Paydens Ltd has moved from 62 to 36 High Street, Edenbridge, Kent.

A UK subsidiary, **Madis Botanical Derivatives**, of Dr Madis Laboratories Inc, New Jersey, USA has been formed with Mr G. Charles Ganter as managing director. Products include crude botani-

cals, aromatic and flavour extracts and enzymes. The address is Thornton House, Hook Road, Surbiton, Surrey.

Rockware International Ltd, the company in the international division of Rockware Group responsible for marketing glass manufacturing technology overseas, has acquired Glass Container Technology, a consultancy business based in Atlanta, Georgia. The company should be well positioned to develop this market, which represents the largest concentration of glass container producers in the world.

Appointments

Braun Electric (UK) Ltd: Mr Clive Jacklin has been appointed director, operation services and John Brinkley divisional sales manager responsible for the photo field sales force.

Rockware Group Ltd: Mr Derek J. Whitaker has been appointed managing director of Rockware Glass Ltd.

Armour Pharmaceuticals: Mr K. W. Fitch, previously managing director of the company has been appointed chairman and managing director.

Beecham Proprietaries: Mr John Hammond has been appointed sales director of toiletries.

Jeyes Ltd: The consumer products division's northern and southern regions have been combined into one national entity. As a result, Norman Goff, previously southern regional manager, moves to the industrial division as national sales manager; and former northern regional manager Mike Adams has been appointed field sales manager with responsibility for all sales areas. He will report to consumer products sales and marketing manager David Chenery. Hilary Cosh, previously manager of the wholesale trade sector, takes on the new post of consumer products sales development manager. Replacing Mr Cosh is former industrial national sales manager Colin Pearce. Peter Shenton and Bob Tanner remain as trade sector managers for multiples and Co-ops respectively.

Vidal Sassoon have appointed Mr Stephen Garman as managing director of Vidal Sassoon Products and chairman and chief executive of the salon and school company in the UK. Mr Garman was formerly the managing director of Crawfords, a major UK advertising agency. Over the next eighteen months, one of Mr Garman's responsibilities will be to instigate and implement the planned £1½m launch spend on the Sassoon hair care range.

Polaroid (UK) Ltd: Mr Tony Revis has been appointed marketing manager in the business and professional products division following four years as consumer division product manager. He succeeds Mr Lou Sharman who now heads the marketing operation of Polaroid's sun-glass business. Other changes are the appointment of Mr David Bleazard to field sales manager, Mr Jon Hart, to manager identification system, and Mr Graham Somerville to market development manager, medical products.



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MARKET NEWS

Vitamins cheaper

London, October 17: The prices of a number of important vitamins have been reduced; the new rates are given below. As mentioned in last week's report folic acid is scarce and there are no offers at the moment by the primary suppliers.

In the essential oil sector the trend over the past few weeks has been for spot holders of a number of oils to ignore replacement values thus making it more advantageous to purchase those oils on the spot rather than forward. Several oils are now quoted at the same level for spot and shipment but since to the shipment figure must later be added insurance and freight costs it is obvious that spot is the better buy. The past week has seen Florida mid-season orange offered on the spot at 65p kg against 85p, cif, anr Brazilian peppermint at £4.50 kg (against £4.70, cif).

Dearer among botanicals were cherry bark, dandelion, sarsaparilla and senega roots. Liquorice root was the only item to decline in price.

Pharmaceutical chemicals

Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50 kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.

Ammonium bicarbonate: BPC £190.83 metric ton, ex-works, in 50-kg bags.

Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.

Ammonium tartrate: Commercial £2.28 kg in 50-kg lots.

Ascorbic acid: from £5.15 kg lots down to £4.85 in 1 metric ton lots as to source and pack.

Biotin: Crystals £6.83 per g; £5.58 in 10-g lots.

Calcium ascorbate: £7.28 kg in 5-kg pack.

Calcium carbonate: Light precipitated BP £175 metric ton delivered.

Calcium chloride: BP anhydrous 96/98% £1.13 kg in 50-kg lots of powder; granular £1.15 hexahydrate crystals BP 1968 £0.81.

Calcium gluconate: £1.800 per metric ton.

Calcium lactate: 100-kg lots £1.55 kg.

Calcium pantothenate: £6.97 kg in 25-kg lots.

Cyanocobalamin: £2.31 per g in 100-g lots.

Dexpantenol: (Per kg) £10.41 in 5-kg lots.

Dextromethorphan £154.92 in 5-kg lots.

Ferric ammonium citrate: Brown BP £1.45 kg in 400-kg lots minimum.

Ferrous carbonate: BPC 1959 saccharated £1.50 kg in minimum £500 lots.

Ferric citrate: £3 kg in minimum £500 lots.

Ferrous fumarate: BP £1.40 kg in 500-kg lots minimum.

Ferrous gluconate: £2.060 per metric ton.

Ferrous succinate: BP £5 kg in 100-kg lots.

Ferrous sulphate: BP/EP small crystals £650 metric ton; dried £650 metric ton.

Folic acid: Scarce. Prices nominal.

Isoniazid: BP 1973 £4 kg in 300-kg lots.

Kaolin: BP natural £152.05 per 1,000 kg; light £158.60 ex-works in minimum 10-ton lots ex works.

Magnesium carbonate: BP per metric ton—heavy £590, light £580.

Magnesium chloride: BP crystals £0.83 kg for 50-kg lots.

Magnesium dihydrogen phosphate: Pure £2.29 kg in 50-kg lots.

Magnesium hydroxide: (metric ton) BPC light £1,540; 28 per cent paste £470.

Magnesium oxide: BP per metric ton, heavy £1,350; light £1,540.

Magnesium sulphate: BP £131-£136 metric ton; commercial £118.50, exsiccated BP £262.

Magnesium trisilicate: £0.90 kg in minimum 1,000-kg lot.

Nicotinamide: £4.40 kg in 50-kg lots.

Nicotinic acid: £4.35 kg; in 50-kg lots.

Riboflavin: (Per kg) £29.51 in 10-kg packs.

Thiamine: Hydrochloride/mononitrate £17.71 kg in 25 kg lots. Imported £15 kg (500-kg).

Tocopherol: DL-alpha £18.63 kg; 5-kg £16.63 kg.

Tocopheryl acetate: DL alpha per kg £14.08 (in 20-kg lots); absorbate £11.32 (25-kg)

Vitamin A: (per kg) acetate powder, tablet grade £16.09 (5 kg lots); palmitate oily concentrate 1 miv per g £15.96 (5-kg); water-miscible £4.29 litre (6-litre pack).

Vitamin D2: Type 850, £50.29 kg.
1 kg £15.43; 5 kg £13.43; type 500, 1 kg £19.14; Palmitate oil 1 miv 1 kg £19; 5 kg £17; water-miscible type 100 £6.58 litre; £4.58 litre in 6-litre container.
Vitamin D2: Type 850, £53.43 kg.
Vitamin E: See tocopheryl acetate.

Crude drugs

Agar: Spanish/Portuguese £7.30 kg nominal.

Aloes: Cape £1,075 ton spot; £1,070, cif, Curacao nominally £2,655, cif, no spot.

Balsams: (kg) **Canada** £12.70 on the spot shipment dealer at £12.40, cif. **Copaiba** £3.15 spot £2.95, cif. **Peru:** £9.65 spot; £9.50, cif. **Tolu:** £6.10 spot.

Belladonna: (kg) cif herb £1.40; leaves £2.11; root no offers.

Benzoin: £199, cwt, cif.

Buchu: Leaves £1.40 kg spot; £1.33, cif, nominal.

Camphor: Natural powder unavailable on spot £66 kg cif. Synthetic 99% £1.35 spot; 94% £1.15; no cif offers from China.

Cardamoms: Alleppey green No. 2 £9 kg, cif.

Cascara: £1,160 metric ton spot; £1,010, cif.

Cherry bark: Spot £1,125 metric ton; shipment £1,040, cif.

Cinnamon: Seychelles bark £480 metric ton spot; £400, cif. Ceylon quills 4 o's £0.57/lb, featherings £0.183 lb both, cif.

Cloves: Madagascar/Zanzibar £4,160 metric ton spot; £3,850, cif.

Cochineal: Tenerife black brilliant spot £17.25 kg, cif. Peru silver grey £14.80 spot; £14.30, cif.

Dandelion: Spot £1,965 metric ton spot, £1,800, cif.

Ergot: No offers.

Gentian root: £1,850 metric ton spot; £1,780, cif.

Ginger: Cochín £460 metric ton spot shipment £415 c.f. Other sources not quoted.

Henbane: Niger £1,385 metric ton spot; £1,345, cif.

Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £665-£675; Canadian £800; Mexican £675; Argentinian £790 (white).

Hydrastis: Spot £29.95 kg; no cif.

Ipecacuanha: (kg). Matto Grosso £16,10 kg; cif, nominal.

Jalap: Mexican 15% £2,430 metric ton, cif.

Kola nuts: £485 metric ton spot; £430, cif.

Lanolin: BP grade £1 kg in 1 metric ton lots.

Lemon peel: Spot £1,240 metric ton; £1,150, cif.

Liquorice root: Chinese £540 metric ton spot; £500 cif. Block juice £1.63, £2.20 kg spot.

Labellia: American nominal. European £1,800 metric ton, cif.

Lycopodium: £4.80 kg spot; no cif.

Mace: Grenada unsorted \$2,750 metric ton, fob whole \$3,000.

Menthol: (kg) Brazilian £6.05 spot; £6.05, cif. Chinese £6.20 duty paid £5.55, cif.

Nutmeg: (per metric ton fob) Grenada 80's \$2,950 sound unsorted \$2,650 110's \$2,750, bwb defectives £1,750.

Nux Vomica: No spot or cif.

Pepper: (metric ton) Sarawak black £1,030 spot, £1,950 cif; white £1,460 spot; £2,850, cif.

Pimento: Jamaican £1,120 metric ton spot; £1,085, cif.

Podophyllum: Root Chinese no spot; £400 metric ton, cif.

Quillaja: Spot £905 metric ton; £725, cif.

Rhubarb: Chinese rounds 60 per cent pinky £3.30 kg, spot; £3, cif.

Saffron: nominal.

Sarsaparilla: Jamaican £1,940 metric ton spot, £1,870, cif.

Seeds: (metric ton, cif) **Anise:** China £830 for shipment. **Celery:** Indian £455. **Coriander:** Moroccan £210. **Cumin:** Indian £750. Iranian £825 **Fennel:** Indian £440. **Fenugreek:** Moroccan £310 Indian £230.

Senna (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing £0.55. Tinnevely faq leaves £0.46; pods, faq £0.46; hand-picked £0.55.

Senega: Canadian £10.30 kg spot; £9.05, cif.

Squill: Indian white £340 metric ton, cif.

Syrax: Turkish natural £5.60 kg spot; £5.60, cif, nominal.

Turmeric: Madras finger £650 metric ton spot; £475, cif.

Tonquin beans: Para £3.65 kg spot; £3.30, cif.

Valerian: Dutch £1,885 metric ton spot; £1,810, cif Indian £1,215 spot; £1,185, cif.

Witchhazel leaves: £2.25 kg spot; £2, cif; liquid £0.47 kg.

Essential and expressed oils

Almond: Sweet in 1-ton lots £1.65 kg duty paid

Anise: (kg) Spot £13.50; shipment £12.75, cif.

Bay: West Indian £11 kg spot; £10.75, cif.

Bergamot: £65 kg nominal.

Bois de rose: Spot £7 kg; shipment £7, cif.

Buchu: South African £125 per kg spot; English distilled £185.

Cade: Spanish £1.30 kg spot.

Cananga: Indonesia £16.50 kg spot; £16.45, cif.

Camphor: White £0.85 kg spot; £0.80, cif.

Cardamom: English-distilled £250 kg.

Cassia: No spot; shipment £32 kg, cif.

Cedarwood: Chinese £1.25 kg spot; £1.20, cif.

Cinnamon: Ceylon leaf £2.50 kg spot; £2.45, cif. bark, English-distilled £155.

Citronella: Ceylon £4 kg spot; £3.12 cif. Chinese £3.95 kg spot; no cif.

Clove: Indonesian leaf. £2.20 kg spot; shipment £1.78, cif. English-distilled bud £40.

Eucalyptus: Chinese £1.75 kg spot and cif.

Fennel: Spanish sweet about £8.50 kg spot.

Geranium: Bourbon £43.50 kg spot; £41.25, cif.

Ginger: Chinese £41 kg spot; £39, cif. English distilled £105.

Lavender spike: £15.50 kg spot.

Lemon: Sicilian best grades about £20 kg in drum lots.

Lemongrass: Ceylon £5.00 kg spot; £4.70, cif.

Lime: West Indian £13.50 kg spot.

Mandarin: Old crop £23 kg spot.

Nutmeg: East Indian £9.90 kg spot; £9.60, cif. English-distilled £18.

Olive: Spanish £1,340 per metric ton in 200-kg drums ex wharf; Mediterranean origin £1,360.

Orange: Florida spot £0.65 kg asked; £0.85, cif. Brazilian £0.45, cif.

Origanum: Spanish 70 per cent £19.50 kg.

Palmarosa: Spot £16 kg; £15.40, cif.

Patchouli: Chinese £20.35 kg spot and cif.

Pennyroyal: From £7.50 per kg spot.

Pepper: English-distilled ex black £125 kg.

Petitgrain: Paraguay £7.25 kg spot; and cif.

Peppermint: (kg) Arvensis—Brazilian £4.50 spot; £4.70 cif. Chinese £3.35 spot, £3.30 cif. Piperata American from £14.25 spot; £13.75, cif.

Rosemary: Moroccan £6.80 kg spot.

Sandalwood: Mysore £62 kg spot; East Indian £52 spot.

Sassafras: Brazilian £2 kg spot; £1.75, cif.

Spearmint: Chinese £10.35 kg spot; £9.60, cif. American natural £11 spot.

Thyme: Red 50-50% £23 kg spot; nominal.

Vetivert: Chinese £17 kg spot; and cif, Java £16.50 spot and cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, October 22

Enfield Pharmacists' Association, Postgraduate medical centre, Chase Farm Hospital, Enfield at 7.45 pm. Ames Laboratories on diagnostic products and techniques.

Royal Society of Health, 13 Grosvenor Place, London SW1 at 7 pm. Dr Etain Cronin on "Use and abuse of cosmetics". (£0.50 for non-members.)

Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester at 8 pm. Dr R. M. Hutchinson (consultant haematologist) on "Plasma and plasma fractions".

Tuesday, October 23

Chemist and Druggist Chemists Assistant of the Year Competition, Glasgow regional final. Organised by James Taylor (Ivangale) Ltd.

Wednesday, October 24

Swindon Branch, Pharmaceutical Society, Yeovil District Hospital. All day refresher course on joint medical-pharmaceutical antibiotics.

Lancaster and Morecambe Branch, Pharmaceutical Society, Postgraduate medical centre, Ashton Road, Lancaster at 5 pm. Mr L. A. Goldberg (area pharmaceutical officer, Stockport) on "Incompatibility in infusion fluids".

Thursday, October 25

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr at 8pm. Dr W. Sneider on "The forbidden fruit".

Chemist and Druggist Chemists Assistant of the Year Competition, Yorkshire and Humberside regional final, Post House, York at 5.30 pm. Followed by Independent Chemists Marketing Ltd retailer meeting at 7.30 pm. (Organised by Bleasdale Ltd.)

Pharmaceutical Society and British Society for the History of Pharmacy, Pharmaceutical Society's Headquarters, 1 Lambeth High Street, London SE1 at 7.30 pm. Miss Phyllis I. Edwards on "Sir Hans Sloane and some eminent apothecaries of the period".

Hounslow Branch, Pharmaceutical Society, Garth Hotel, Brickfields Lane, Harlington. Annual dinner.

Northern Scottish Branch, Pharmaceutical Society, Postgraduate centre, Raigmore Hospital at 7.45 pm. Mr Ivor Gordon on "Further education".

Advance Information

Brighton Branch, Pharmaceutical Society, November 6, postgraduate medical centre, Brighton General Hospital, Elm Grove, Brighton at 7.30 pm. Cheese and wine party. Tickets £1 (closing date November 1), from Dr Roy Dowley, department of pharmacy, Brighton Polytechnic, Moulsecomb, Brighton BN2 4GJ.

Conference on Trademarks and Industrial Design in Pharmaceutical and related industries, December 6-7. Hotel Marriot, Amsterdam. Organised in association with the Pharmaceutical Trade Marks Group by European Study Conferences Ltd. Further details Barbara Rawlinson, Kirby House, 31 High Street East, Uppingham, Rutland, Leicestershire.

Packaging Index Exhibition, November 6-8 1979, Wembley Conference Centre. Further details from Packaging Index Limited, 50 The Green, Warrington, Surrey.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

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BUSINESSES FOR SALE

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X2 — BRISTOL — Well sighted business in new housing estate. Well placed for doctors. Turnover over £170,000 per annum. Excellent premises on lease. Capital required, approx. £52,500.

X3 — NORTH EAST ENGLAND—A pharmacy in outstanding town centre site, very valuable freehold property valued at £90,000. Turnover of business 1978 £148,000, showing good increase in current year. Scripts 1,400 per month. Vendor will sell for property value plus valuation of stock, estimated at £22,000.

X4 — LANCASHIRE — Drug store for sale. Turnover, 1979, over £30,000 per annum. Should run well as pharmacy. Living accommodation includes two bedrooms, bathroom and living room. Price £4,000 for goodwill and fixtures and stock £5,000 at valuation.

X5 — NORTH COUNTRY beauty spot—retirement vacancy, turnover approximately £51,000, freehold property with spacious living accommodation for sale at £18,000. Stock approximately £4,500. Suit semi retirement.

X6 — MANCHESTER—Offers invited for leasehold property and chemist shop in North Manchester. Turnover excess £150,000 with excellent prospects, freehold property valued £20,000, stock approximately £15,000.

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MISCELLANEOUS

CIDAL SOAP—Venice Regatta Competition. Chemist Shop Assistant **Winners.** First Prize: Miss Julie M. Harvey, Scarborough, Lowestoft. **Chemist Shop Assistant—Runners-up:** Mrs. Betty Bell, Glasgow; J. & M. McLaren, Glasgow. Mrs. J. C. Buss, Calne, Wilts.; T. G. Jeary Ltd., Calne. Mrs. J. A. Dott, Tayport, Fife; John A. Dott, Tayport. Mrs. D. Evans, Gwynedd, Bala; Ranleigh Edwards, Bala. Miss Ann Murdoch, Ballymena; Health Centre Chemists Ltd., Ballymena. Miss Myra Pollock, Limauady; Gibsons, Limauady. J. A. Praide, Edgware; Luckhams, Edgware. Mrs. P. E. Richford, St. Columb; The Pharmacy, St. Columb. C. O'Rourke, Belfast; Stinsons, Belfast. Miss Thelma Sharp, South Shields; Thompsons, South Shields. Miss Sharon Shenton, Birmingham; Buckingham, Birmingham. Mrs. P. Vernon, Royston, Herts.; Steams, Royston. Mrs. L. M. Way, Forest Row; J. & P. Head, Forest Row. Mrs. J. Wells, Sileby, Leics.; Norburn, Sileby, Leics. **Chemist Shop Assistant Runners-up—Southern Ireland:** Miss Casey, Sligo; Horans, Sligo. Ms. Margaret Carson, Carmoney; Serpentine Pharmacy, Newtown Abbey, Co. Antrim. P. J. Finnerty, Dublin; Finnerty, Dublin. John M. Flynn, Limerick; Finnerty, Dublin. Mrs. M. O'Brien, Cloyne; O'Briens, Cloyne. C. MacLain, B'Rock; F. J. McMahononey, B'Rock.

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In return, we offer a higher than average salary, worthwhile incentive payments, 1600 cc car, pension, life insurance schemes and generous expenses, plus a realistic training and development programme with real career opportunities.

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If you are the person we are looking for, then we would like to hear from you. Please write or 'phone giving brief details so that an early interview can be arranged for full discussion.

A. G. Warren, General Sales Manager,
Cow & Gate Limited,
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Telephone: Trowbridge (02214) 3611.



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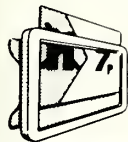
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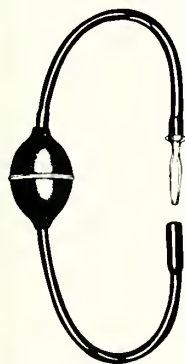
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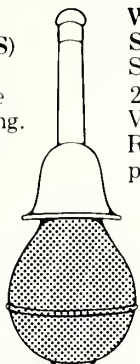
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Now Oil of Ulay will continue to provide the skin care that millions of women prefer at the price they can afford.

At the same time Oil of Ulay will become more attractive to first-time users.

What's more, Oil of Ulay will now be more profitable to you—the stockist—a big reason to think small.

*Registered trademark.